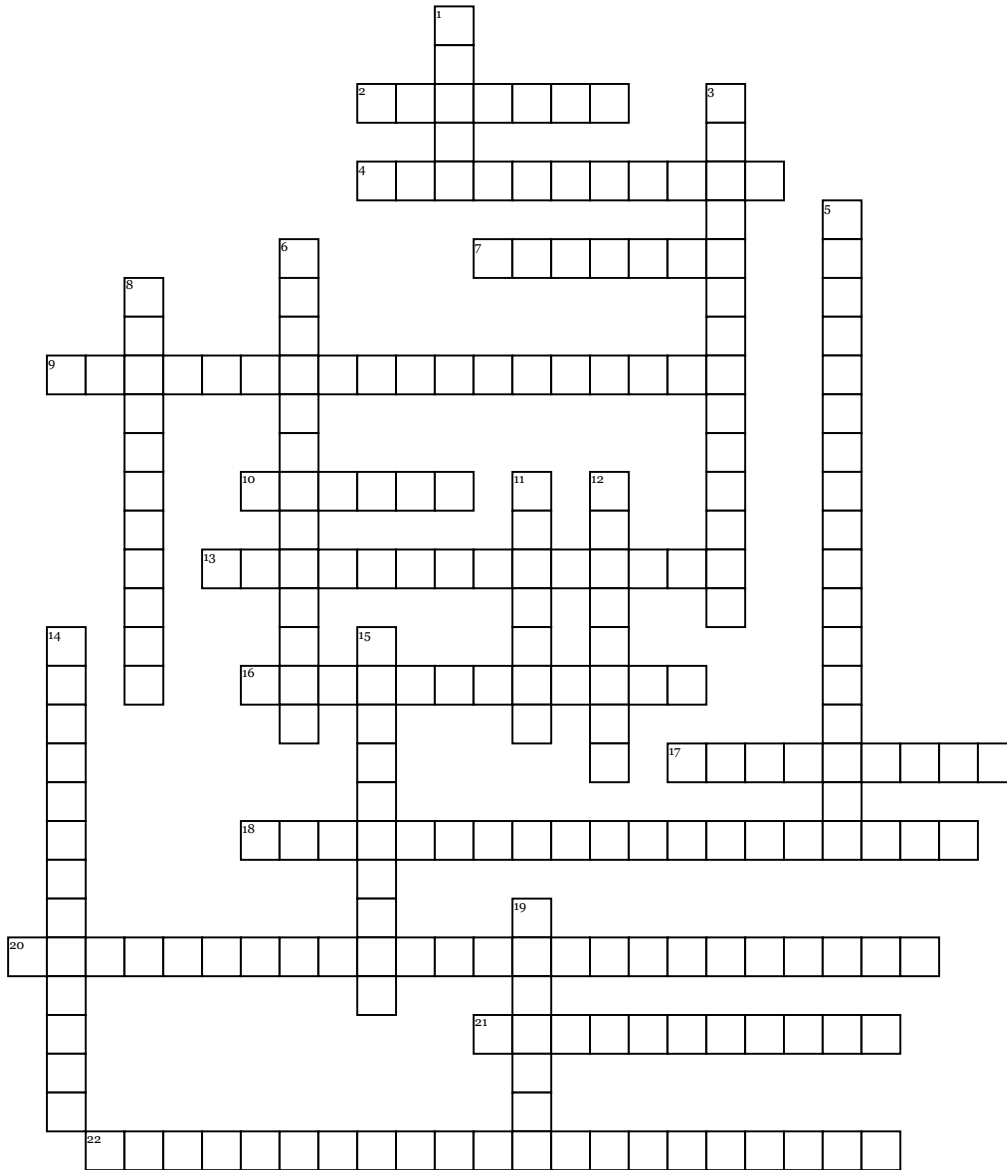


POB Definition



Across

- 2. an article or substance that is manufactured or refined for sale.
- 4. promote (a product, service, or business) within a particular sector of a market, or as the fulfillment of that sector's specific requirements.
- 7. is a fall or descent and, in the product life cycle,
- 9. may involve modification of an existing product or its presentation, or formulation of an entirely new product
- 10. The process of improving some measure of an enterprise's success
- 13. The process of creating, developing, and communicating ideas which are abstract, concrete, or visual.
- 16. a formal presentation of one person to another, in which each is told the other's name.
- 17. is a process that evaluates and contrasts new product ideas to get the most promising ones for your business.

- 18. Feasibility studies are almost always conducted where large sums are at stake. Also called Read more: <http://www.businessdictionary.com/definition/feasibility-study.html>
- 20. is a marketing function that involves obtaining, developing, maintaining, and improving a product or service mix in response to market opportunities.
- 21. are goods and services that differ significantly in their characteristics or intended uses from products previously produced by the firm.
- 22. will support the use of the product and can be offered separately.

Down

- 1. merchandise or possessions.
- 3. is the process of using surveys (and sometimes qualitative methods) to evaluate consumer acceptance of a new product idea prior to the introduction of a product to the market.
- 5. It is a way for a business to maximize the results from money and time spent on marketing

- 6. is a tool used by the companies to check the viability of their new product or a marketing campaign
- 8. also known as product assortment, refers to the total number of product lines a company offers to its customers.
- 11. a recognizable subset of economic services,
- 12. date refers to the final payment date of a loan or other financial instrument,
- 14. is when companies package several of their products or services together as a single combined unit
- 15. group discussion to produce ideas or solve problems.
- 19. an advantage or profit gained from something.