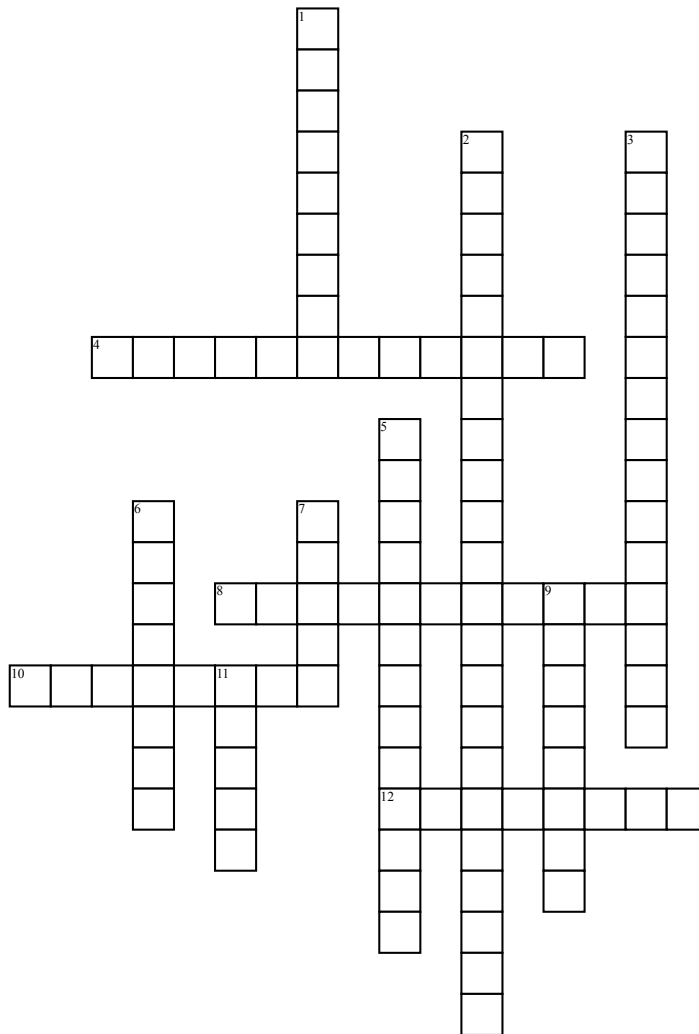


# Product Planning and development- Crossword



**Across**

- 4. Do not include a tangible product; are the primary "product" of a business
- 8. allows businesses to create new marketing opportunities; helps to evaluate the success or failure of current products
- 10. can be identified as a good or service
- 12. Cannot be touched, tasted, seen or felt; are performed as an "action"

**Down**

- 1. name, term or symbol used to identify related products
- 2. include services which correspond to a physical product
- 3. refers to the decisions and process used to create a "product mix"
- 5. refers to the way a product works or looks

- 6. creates a specific image for a product or company; helps to position a product within a given market
- 7. Are the physical, or tangible, items available for customers to purchase
- 9. provides critical product information
- 11. should appeal to the product's target market; may change based on consumer preferences.

**Word Bank**

- |                          |                  |                |
|--------------------------|------------------|----------------|
| Branding                 | Labeling         | Color          |
| Brand Name               | Product Planning | GOODS          |
| Products                 | PURE SERVICES    | Product Design |
| PRODUCT-RELATED SERVICES | SERVICES         | Product Plan   |