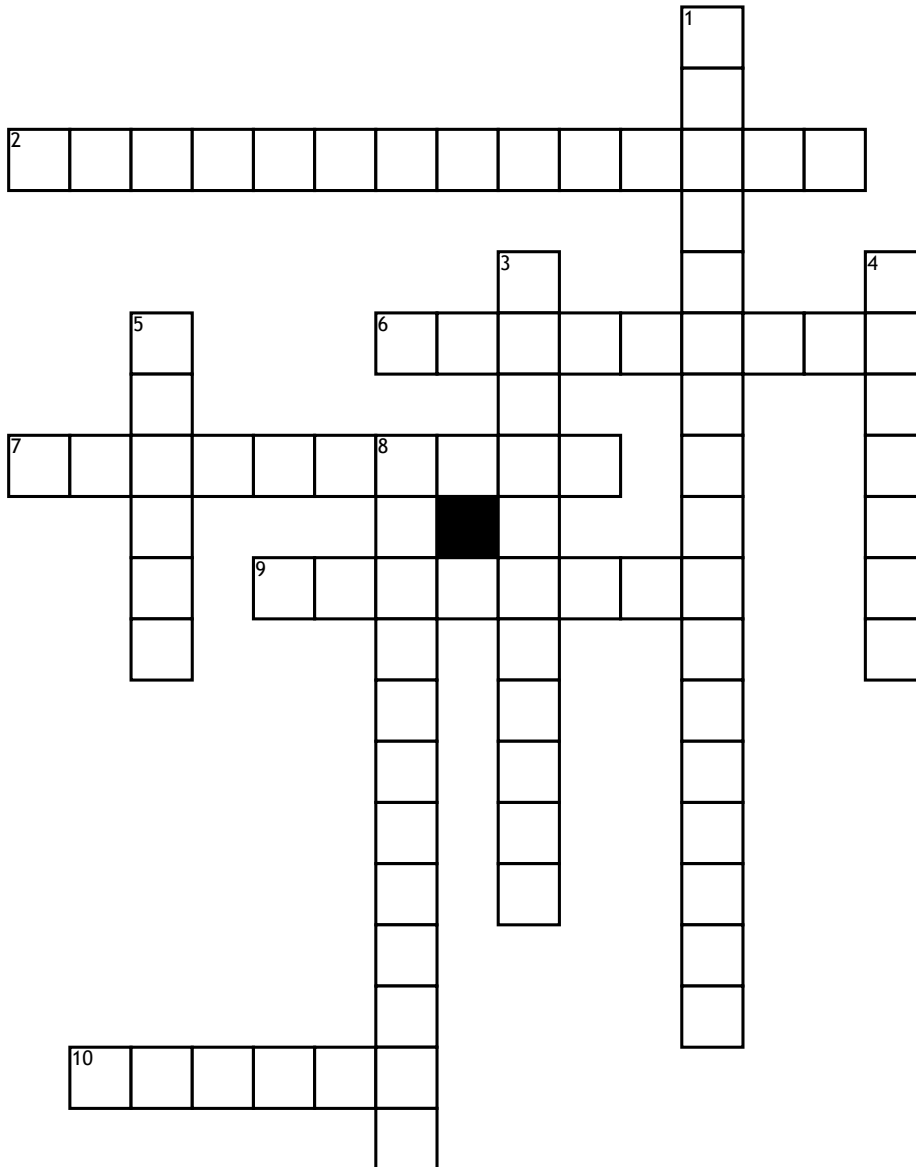


Name: _____

Date: _____

Product Service Management



Across

2. The systematic gathering, recording, and analyzing of data about a specific issue, situation, or concern that affects a market
6. An early sample of a product
7. The particular assortment of goods and services that a business offers in order to meet the needs of its markets and its company goals
9. Intangible activities that are performed by other people for money, productive acts that satisfy economic wants
10. A combination of goods and/or services grouped together and offered as one product

Down

1. Plan of action for achieving marketing goals and objectives
3. A product mix strategy in which a business creates a certain image or impression of a product in the minds of consumers
4. An advantage consumers receive from using a product
5. The product life cycle stage when the product first appears in the marketplace
8. The particular group of customers a business seeks to attract