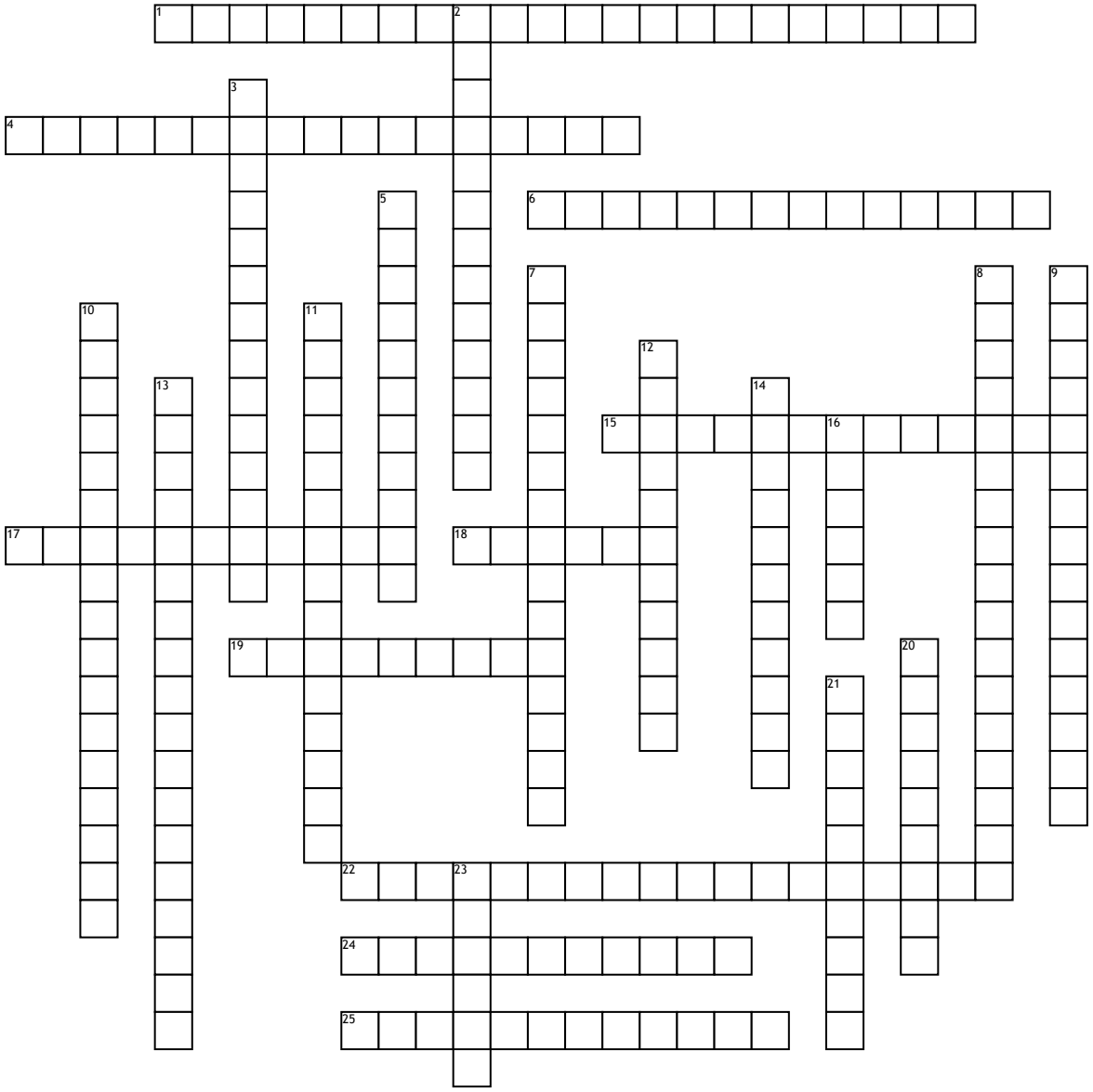
Name: _____ Date: _____

business starter



Across

1. an attempt by a business to distinguish its products from those of competitors

4. the collection of data that already in existence

6. typically a two-dimensional diagram that shows two of the attributes or characteristics of a brand and those of rival brands in the market

15. part of a whole market where a particular customer group has similar characteristics

17. a line drawn on a graph that shows how much of a good sellers are willing to supply at different prices

18. a set of arrangements that allows buyers and sellers to communicate and trade in a particular range of goods and services

19. a name term sign symbol design or any other feature that allows consumers to identify the goods and services of a business and to differentiate them from those of competitors

22. an approach to business which places the emphasis upon the production process and the product itself

24. good for which demand will rise if income rises

25. the collection of data that can be quantified

Down

2. goods for which demand will fall if income rises

3. the collection and analysis of info relating to the marketing and consumption

5. a smaller, specific market usually within a large market or industry

7. the gathering of new info which does not already exist

8. an approach to business which places the needs of consumers at the centre of the decision-making process

9. goods that can be bought as an alternative to others but perform same function

10. the view consumers have about the qualty, value for money and image of a product in relation to those of competitors

11. the retailing of goods online

12. the collection of data about attitudes, beliefs and intentions.

13. goods that are purchased together because they are consumed together

14. a line drawn on a graph that shows how much of a good will be bought at different prices

16. the amount of a product that suppliers make available to the market at any given price in a given period of time

20. a management process involved in identifying anticipating and satisfying consumer requirements profitably

21. a very large market in which products with a mass appeal are targeted

23. the quantity of product bought at a given price over a given period of time

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