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Chapter 7: The Marketing Plan

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| **Across**  **6.** a group of customers or potential customers who have purchasing power and unsatisfied needs  **10.** the gathering, processing, interpreting, and reporting of market information.  **13.** market information that has been previously compiled  **15.** a forecasting method in which all potential buyers in a target market’s submarkets are identified and the estimated demand is added up  **16.** a prediction of how much of a product or service will be purchased within a given market during a specified time period  **17.** the process of locating and describing potential customers  **18.** the parameters used to distinguish one form of market behavior from another.  **19.** a strategy that recognizes the existence of several distinct market segments but focuses on only the most profitable segment  **20.** a strategy that defines the total market as the target market | **Down**  **1.** specific characteristics that describe customers, their purchasing power, their consumption patterns, and other factors  **2.**  a strategy that recognizes different preferences of individual market segments and develops a unique marketing mix for each  **3.** the combination of product/service, pricing, promotion, and distribution activities  **4.** a forecasting method in which variables related to sales are used to project future sales  **5.**  a forecasting method in which sales is the estimated variable.  **7.** specific characteristics that distinguish market segments according to the benefits sought by customers  **8.** – business that direct the creation, development, and delivery of a bundle of satisfaction from the creator to the targeted user.  **9.** a forecasting method that begins with a large-scope variable and works down to the sales forecast  **11.** a description of potential customers in target market  **12.** the division of a market into several smaller groups with similar needs  **14.** new market information that is gathered by the firm conducting research |

   Small business marketing        Market analysis        Marketing mix        Customer profile        Marketing research        Secondary data        Primary data        Market        Market segmentation        Segmentation variables        Benefit variables        Demographic variables        Unsegmented strategy        Multi-segment strategy        Single-segment strategy        Sales forecast        Buildup process        Direct forecasting        Indirect forecasting        Breakdown process