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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