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| Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

Marketing Mix

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|  |  | 2  P |  |  |  |  |  |  | Y |  |  |  | 3  P |  |  |  | 4  P |  |  |
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|  |  | O |  | 6  C | O | S | T | P | L | U | S |  | A |  | 7  P |  | E |  |  |
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|  | 8  C | O | M | P | E | T | I | T | I | V | E | P | R | I | C | I | N | G |  |
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| **Across**  **6.** when a percentage mark up is added to the cost of producing a good or service to calculate the selling price  **8.** based on the prices charged by competitors, maybe the same or slightly lower, firms will try to compete on other aspects of the marketing mix  **9.** Creating a feature or characteristic within a brand that makes it stand out  **10.** A promotional method that involves the creation of an identity for the business that distinguishes that firm and its products from other firms | **Down**  **1.** occurs when a firm sets a price for the product in order to entice the customer into making a purchase by making it sound cheaper than it actually is  **2.** the combination of promotional activities that a firm uses in order to create and general sales  **3.** prices are set low for a short period of time to force competitors out of the market  **4.** involves setting a low initial price for a new product in order to get a foothold in the market and gain market share  **5.** the part of the desgn mix other than cost and function  **7.** involves setting a high initial price for a new product in order to recoup costs |