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The Marketing Plan- Chapter 7

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| E |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 3  D |  |  |  |  |  |  |  |  |  |  |
| G |  |  |  |  |  |  |  |  | 4  C | O | N | S | U | M | E | R |  | 5  L | I | M | I | T | A | T | I | O | N | S |  |
| M |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 6  D |  | F |  |  |  |  |  |  |  |  |  |  |
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| T |  | 10  A | C | T | U | A | L | \* | P | R | O | D | U | C | T |  | E |  | C |  |  |  | 11  B |  |  |  | M |  |  |
| A |  |  |  |  |  | R |  |  |  |  |  |  | S |  |  |  | C |  | U |  |  |  | E |  |  |  | O |  |  |
| T |  | 12  P |  | 13  M |  | T |  |  |  |  |  |  | T |  |  |  | T |  | L |  | 14  M |  | N |  |  |  | G |  | 15  C |
| I |  | R |  | A |  | I |  |  |  |  |  | 16  F | O | C | U | S | \* | S | T | R | A | T | E | G | Y |  | R |  | O |
| O |  | O |  | R |  | N |  |  |  |  |  |  | M |  |  |  | F |  |  |  | R |  | F |  |  |  | A |  | R |
| N |  | D |  | K |  | G |  |  |  |  |  |  | E |  | 17  P |  | O |  |  |  | K |  | I |  | 18  P |  | P |  | E |
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| L |  | F |  | Y |  |  |  |  | V |  |  |  | T |  | 25  U |  | N |  | E |  |  |  | B |  | C |  | I |  | T |
| E |  | O |  | S |  |  |  | 26  S | I | N | G | L | E | \* | S | E | G | M | E | N | T |  | L |  | E |  | A |  |  |
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|  | 27  Q | U | E | S | T | I | O | N | I | N | G |  |  |  | R |  |  |  | S |  |  |  | S |  |  |  | L |  |  |
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|  |  |  |  |  |  |  |  | 30  B | U | I | L | D | U | P | \* | P | R | O | C | E | S | S |  |  |  |  |  |  |  |

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| **Across**  **1.** The gathering, processing, reporting, and interpreting of market information  **4.** Augmented\*Product: Basic product/service plus extra or unsolicited benefits to the  **5.** (\_\_\_\_\_ to Forecasting) Unique new business circumstances ; Lack of familiarity with quantitative methods ; Lack of familiarity with the forecasting process  **10.** Basic physical product/service that delivers the benefits  **16.** A type of competitive strategy in which cost and differentiation-based advantages are achieved within narrow market segments  **20.** A prediction of how much of a product or service can be sold within a market in a defined period of time  **21.** conditions that make forecasting \_\_\_\_\_\_; 1)established business, 2) experienced manager, 3) entrepreneur familiar with forecasting techniques  **23.** Marketing\*Ingredients: A group of (1) customers or potential customers who have (2) purchasing power and (3) unsatisfied  **26.** A strategy that recognizes the existence of several distinct segments but focuses on only the most profitable segment  **27.** A method for collecting primary data that includes surveys, personal interviews, and experiments  **28.** A description of potential customers in a target market  **29.** A strategy that recognizes different preferences of individual market segments and develops a unique marketing mix for each  **30.** All potential buyers in various submarkets are identified and then the estimated demand is added up (bottom up) | **Down**  **2.** The parameters used to distinguish one form of market behavior from another for the purpose of market segmentation  **3.** Conditions that make forecasting more \_\_\_\_\_; 1) new venture, 2) limited managerial experience, 3) poor understanding of forecasting techniques  **6.** Use of sales as the predicting variable  **7.** (chain-ratio method) Forecasting begins with a macro-level variable and works down to the sales forecast  **8.** Specific characteristics that describe customers and their purchasing power  **9.** All marketing efforts begin and end with customers. The focus is on consumers’ needs, which is most consistent with long-term success of the firm  **11.** Specific characteristics that distinguish market segments according to the benefit sought  **12.** Entrepreneurs may have strong production skills and weak marketing skills  **13.** An evaluation process that encompasses market segmentation, marketing research, and sales forecasting  **14.** Unsegmented\*Strategy: (Mass Marketing), A strategy that defines the total market as the target  **15.** Fundamental benefit or solution sought by customers  **17.** Interpreting: the final step in the marketing research  **18.** Sales\*Oriented: Favors product sales over production efficiencies and customer  **19.** Indirect\*Forecasting: Use of related variables related to sales as proxies to project future  **22.** Product\*Oriented: Emphasizes development of the product and production efficiencies over other  **24.** Market\*Segmentation: The division of a market into several smaller customer groups with similar  **25.** Small\*Business\*Marketing: Business activities that direct the creation, development, and delivery of a bundle of satisfaction from the creator to the targeted user and that satisfy the targeted |