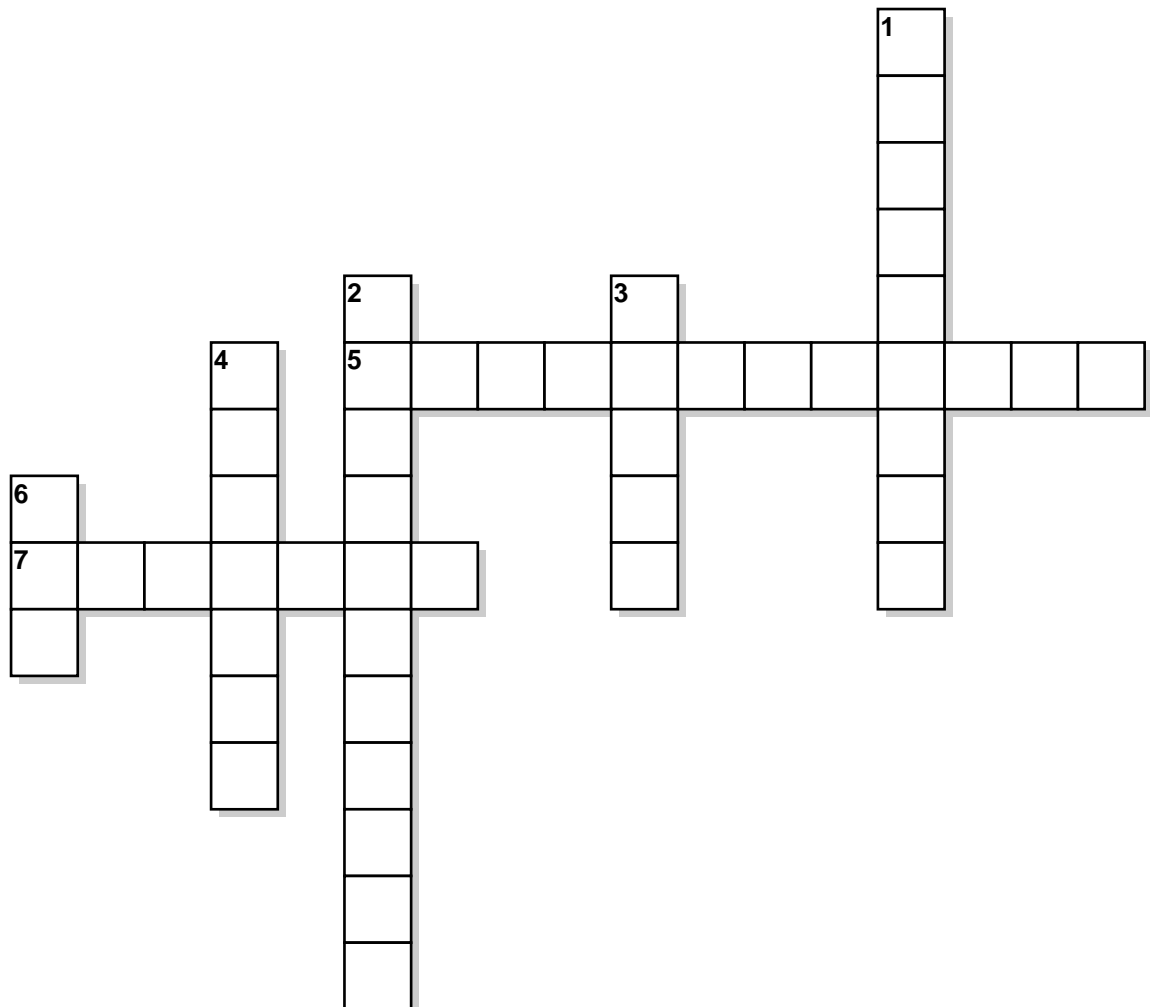


Portakabin



Across

- 5 one factor in placing a product
- 7 research that is first hand for a specific purpose

Down

- 1 the process of identifying, anticipating and satisfying customer requirements
- 2 a form of promotion
- 3 one of the 4Ps
- 4 part of the market that shares common characteristics or needs
- 6 a measure to assess if objectives are being met

Possible Answers:

Advertising, Distribution , KPI , Marketing, Price, Primary, Segment