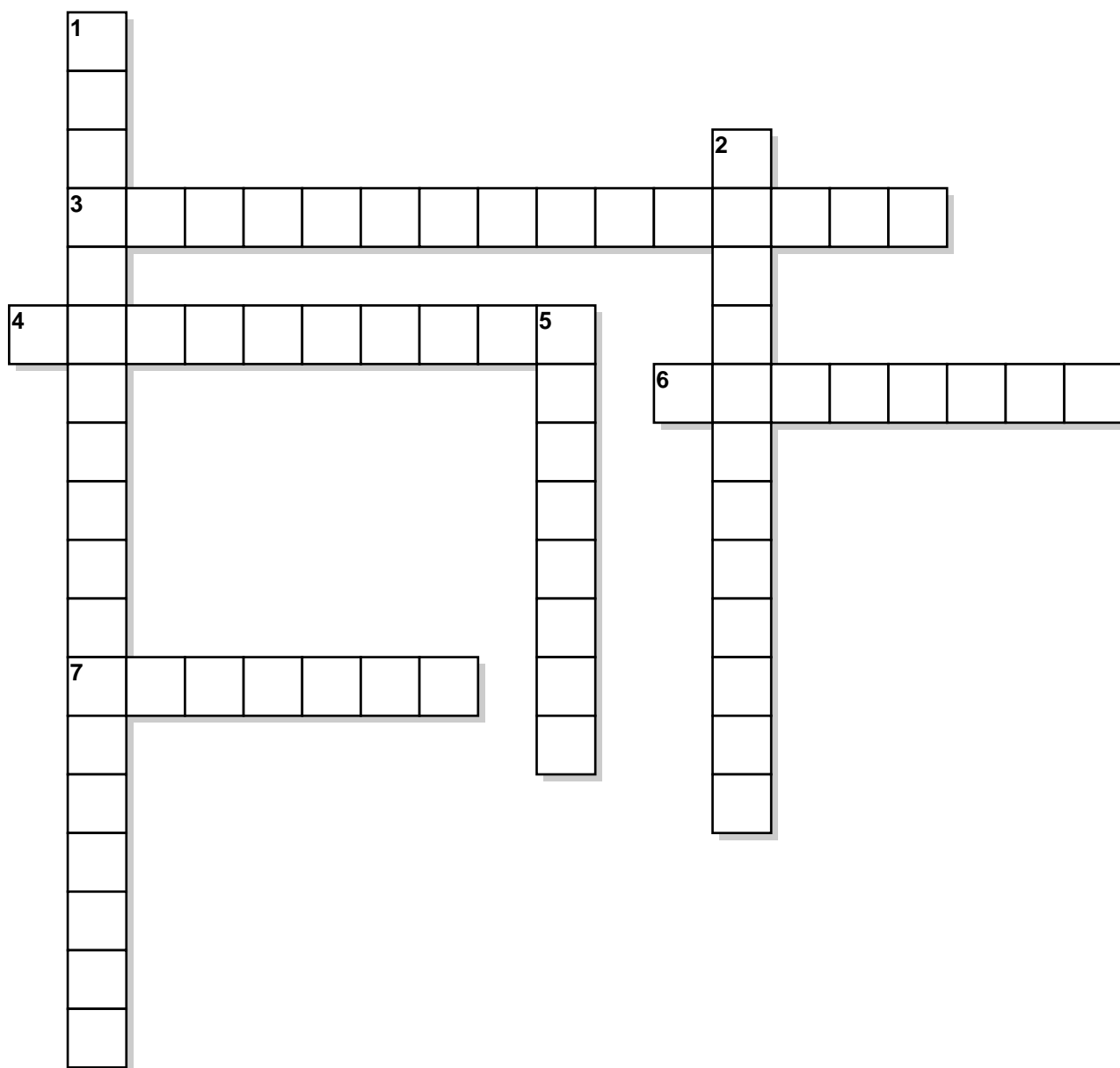


Parcelforce Worldwide



Across

- 3 Gathering information from original sources
- 4 Long-term business plan of an organisation
- 6 Using market research establishes the best market _____ at which to aim a campaign

Down

- 1 Where price matches or undercuts those of competitors
- 2 Also known as the 4Ps
- 5 A pricing strategy

Across

7 One of the 4Ps

Down**Possible Answers:**

Competitive pricing , Marketing mix, Primary research , Product, Segments,
Skimming, Strategies