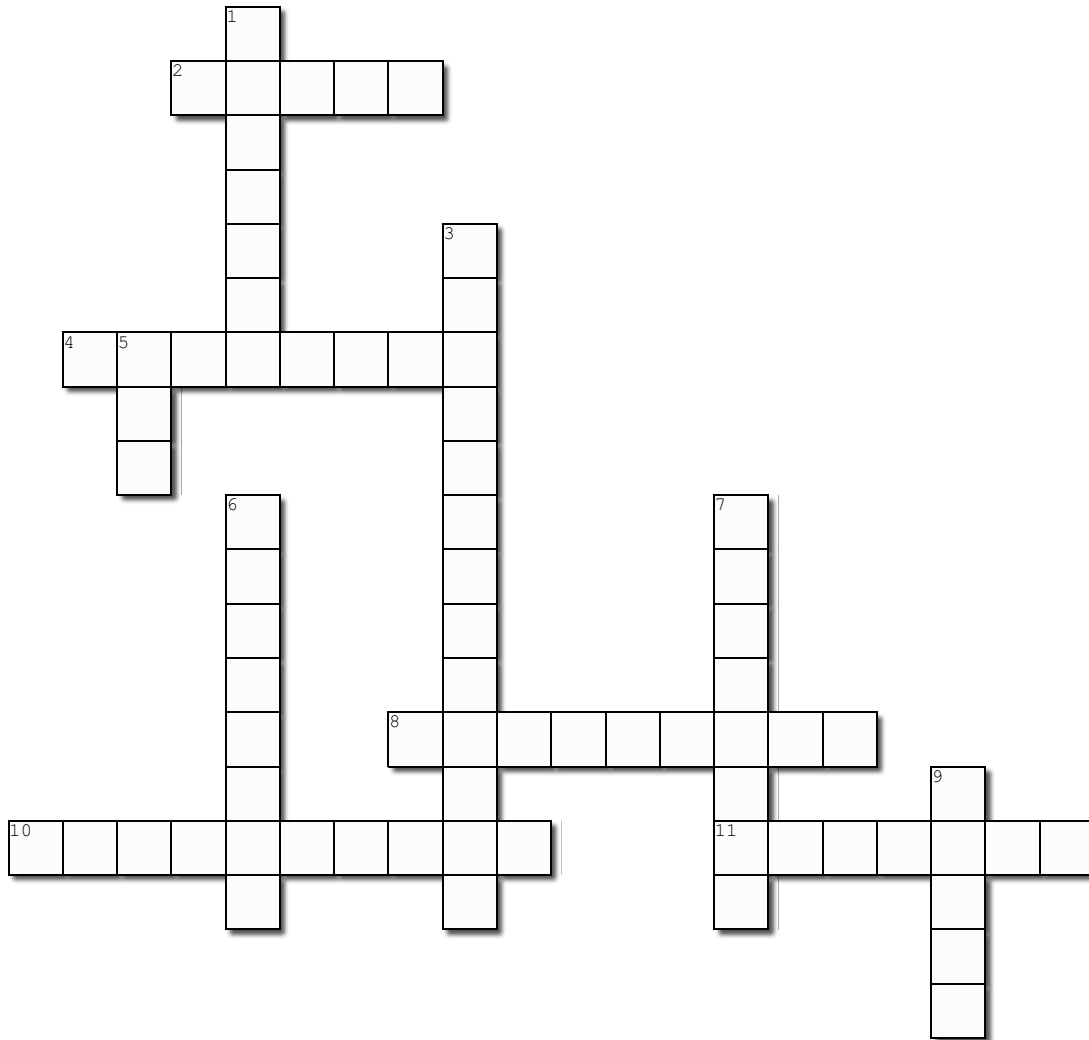


Name: \_\_\_\_\_

## 1.4.3 The Marketing Mix

Complete the crossword puzzle below



Created using the Crossword Maker on TheTeachersCorner.net

### Across

2. What the customer will pay for the product or service
4. The person that buys the product or service
8. Methods that persuade a customer to make a purchase
10. A business that buys in bulk from manufactures
11. Another name for online retailer

### Down

1. The tangible item produced by the business
3. Specific group of customers that the products or services are aimed at
5. Unique selling point
6. The end user of the product or service
7. A business that buys from a manufacturer and sells to a customer
9. How the product or service is distributed to the customer