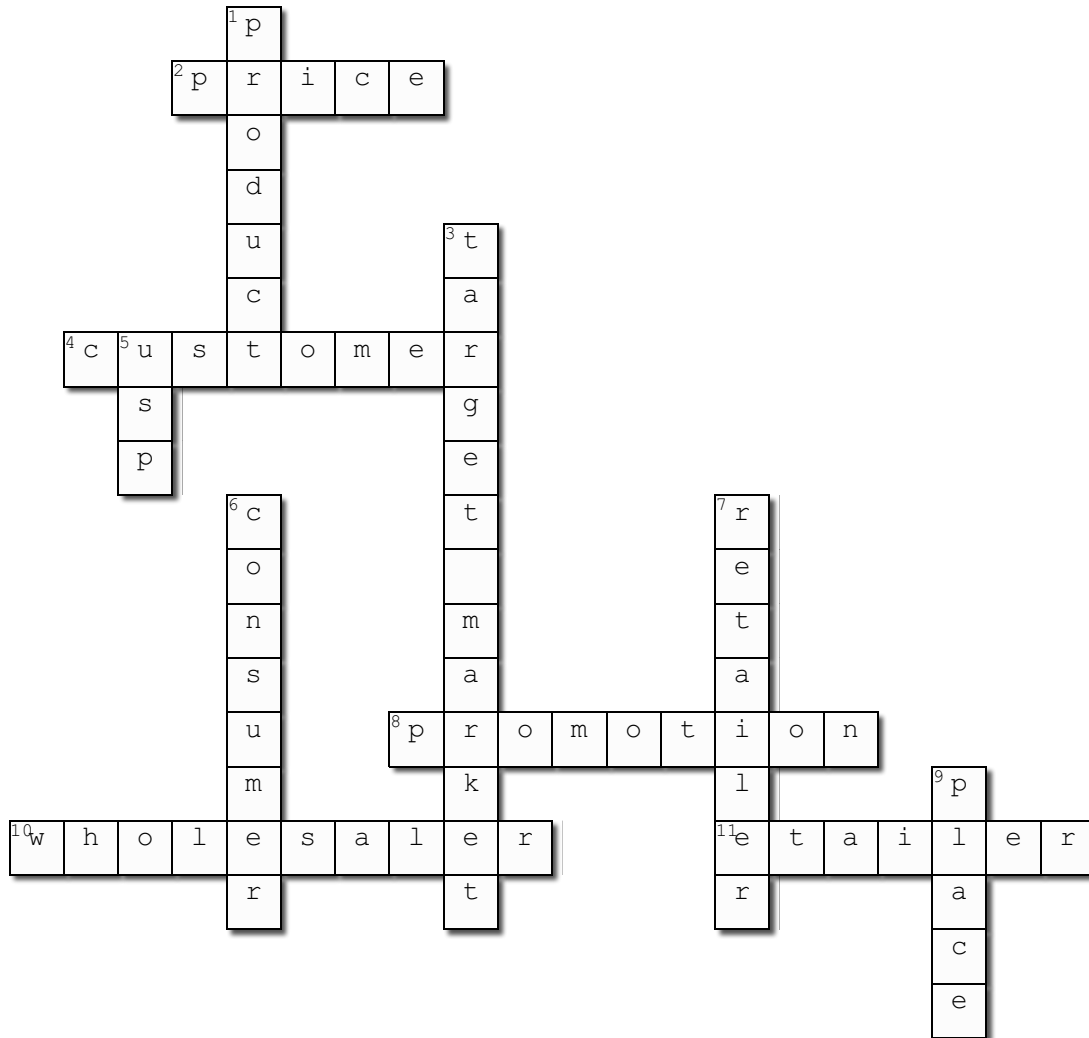


## 1.4.3 The Marketing Mix

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 (**price**)
4. The person that buys the product or service (**customer**)
8. Methods that persuade a customer to make a purchase (**promotion**)
10. A business that buys in bulk from manufactures (**wholesaler**)
11. Another name for online retailer (**etailer**)

### Down

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