Market Leader

Vocabulary

Use the words and phrases below to complete the sentences.

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| --- | --- | --- | --- |
| persuade | product | profiles | consumer |
| segment | budget | share | launch |
| life cycle | marketing | campaign | figures |
|  |  |  |  |

1. A good advertising \_\_\_\_\_\_\_\_\_\_\_\_\_ should increase awareness of a product and increase sales.
2. The percentage of sales a company has is called the market \_\_\_\_\_\_\_\_\_.
3. The four Ps are the basis of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ mix.
4. Sales \_\_\_\_\_\_\_\_\_\_\_\_ are numbers showing company sales in a given period.
5. The \_\_\_\_\_\_\_\_\_\_\_ range is the set of products which a company sells.
6. In order to promote a product successfully, you must inform customers about the product and also \_\_\_\_\_\_\_\_\_\_\_ them to buy it
7. Companies must develop new products before the \_\_\_\_\_\_\_\_\_\_\_ of existing products comes to an end.
8. Companies use consumer \_\_\_\_\_\_\_\_\_\_\_, descriptions of typical customers, to target certain customers.
9. Many small companies do not have a big enough advertising \_\_\_\_\_\_\_\_\_\_ to promote their products properly.
10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ behaviour is where and how people buy things.
11. Customers of a similar age, income level and social group form a market \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
12. Apple wanted to introduce its new iPhone last month, but the \_\_\_\_\_\_\_\_\_ was delayed due to technical reasons.