

Fill in the gaps with the following business terms: **market share**, **product launch**, **brand awareness**, **product range**, **brand stretching** and **market challenger**:

Imagine you have a company that makes delicious chocolate bars. Your company is very popular, and you want to grow. One way to grow is through _____, which means using your well-known brand name to sell new products, like chocolate cookies or chocolate milk.

Next, let's talk about the _____. This is the variety of different products your company offers. For example, your chocolate company might sell different flavors, sizes, and types of chocolate. A wide variety of products can attract more customers.

Another key term is _____. This is the percentage of sales your company has compared to the whole market. If your chocolate bars are very popular, your market share will be high, meaning more people are buying your products compared to others.

_____ is also important. This means how well people recognize and remember your brand. To increase brand awareness, you might use advertising, social media, or even have free samples at local events.

When you introduce a new product, it's called a _____. A successful product launch can create excitement and attract new customers. For example, if you introduce a new caramel-filled chocolate bar, you might have a big event to celebrate and let people try it.

Finally, we have the _____. This is a company that is trying to become the leader in the market. If your chocolate company is the second most popular, you are working hard to take the top spot.