

D**Match these words and phrases (1–7) to their definitions (a–g).**

1 market position	a) the combination of products that a company has to offer
2 upmarket	b) a market filled so completely that no more products can be added
3 product mix	c) expensive compared to other products of the same type
4 penetrate	d) alter a product or service to change the way that people think about it
5 disposable income	e) start selling goods or services in a new market
6 rebrand	f) money that is available to spend after paying for essentials like taxes, food and housing
7 saturated	g) the ranking of a company or brand against its competitors in terms of its sales