

D

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

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| 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 |