

## Vocabulary: Basic marketing terms

Name: \_\_\_\_\_

Below are some more basic marketing terms. Match up the words in the box to the definitions.

distribution channel	market opportunities	market penetration
market segmentation	market skimming	price elasticity
product features	sales representative	wholesaler

- 1 all the companies or individuals ('middlemen') involved in moving goods or services from producers to consumers \_\_\_\_\_
- 2 an intermediary that stocks manufacturers' goods or merchandise, and sells it to retailers and professional buyers \_\_\_\_\_
- 3 dividing a market into distinct groups of buyers who have different requirements or buying habits \_\_\_\_\_
- 4 making a product (appear to be) different from similar products offered by other sellers, by product differences, advertising, packaging, etc. \_\_\_\_\_
- 5 possibilities of filling unsatisfied needs in sectors in which a company can profitably produce goods or services \_\_\_\_\_
- 6 setting a high price for a new product, to make maximum revenue before competing products appear on the market \_\_\_\_\_
- 7 someone who contacts existing and potential customers, and tries to persuade them to buy goods or services \_\_\_\_\_
- 8 the attributes or characteristics of a product, such as size, shape, quality, price, reliability, etc. \_\_\_\_\_
- 9 the extent to which supply or demand (the quantity produced or bought) of a product responds to changes of price \_\_\_\_\_
- 10 the strategy of setting a low price to try to sell a large volume and increase market share \_\_\_\_\_