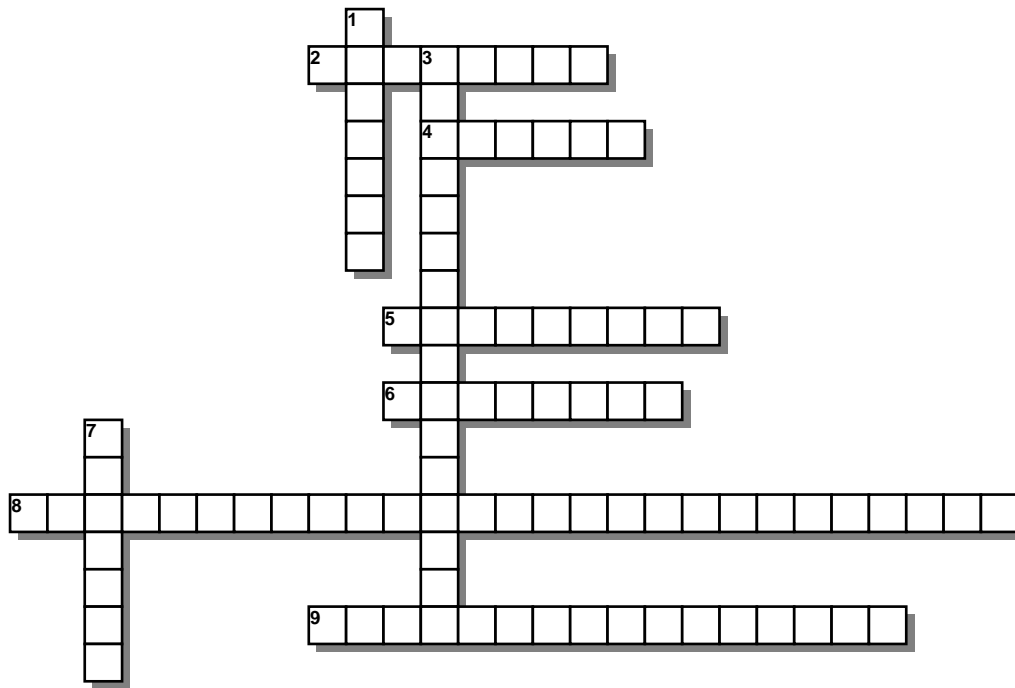


asos.com**Across**

2 - A part of an overall market comprising a group of consumers with common characteristics

4 - An area of industry relating to selling goods or providing services for the final consumer

5 - Letting customers know about the product or service

6 - The time taken from receipt of order to the goods being delivered to the customer

8 - A system to help an organisations understand its customer and their buying patterns

9 - The stages a product goes through

Down

1 - The final stage of the product life cycle

3 - Activities based on consumer needs

7 - A product which is continuing to do well in an established market

Possible Answers:

cash cow, customer relations management, decline, lead time, market orientated, product life cycle, promotion, retail, segments