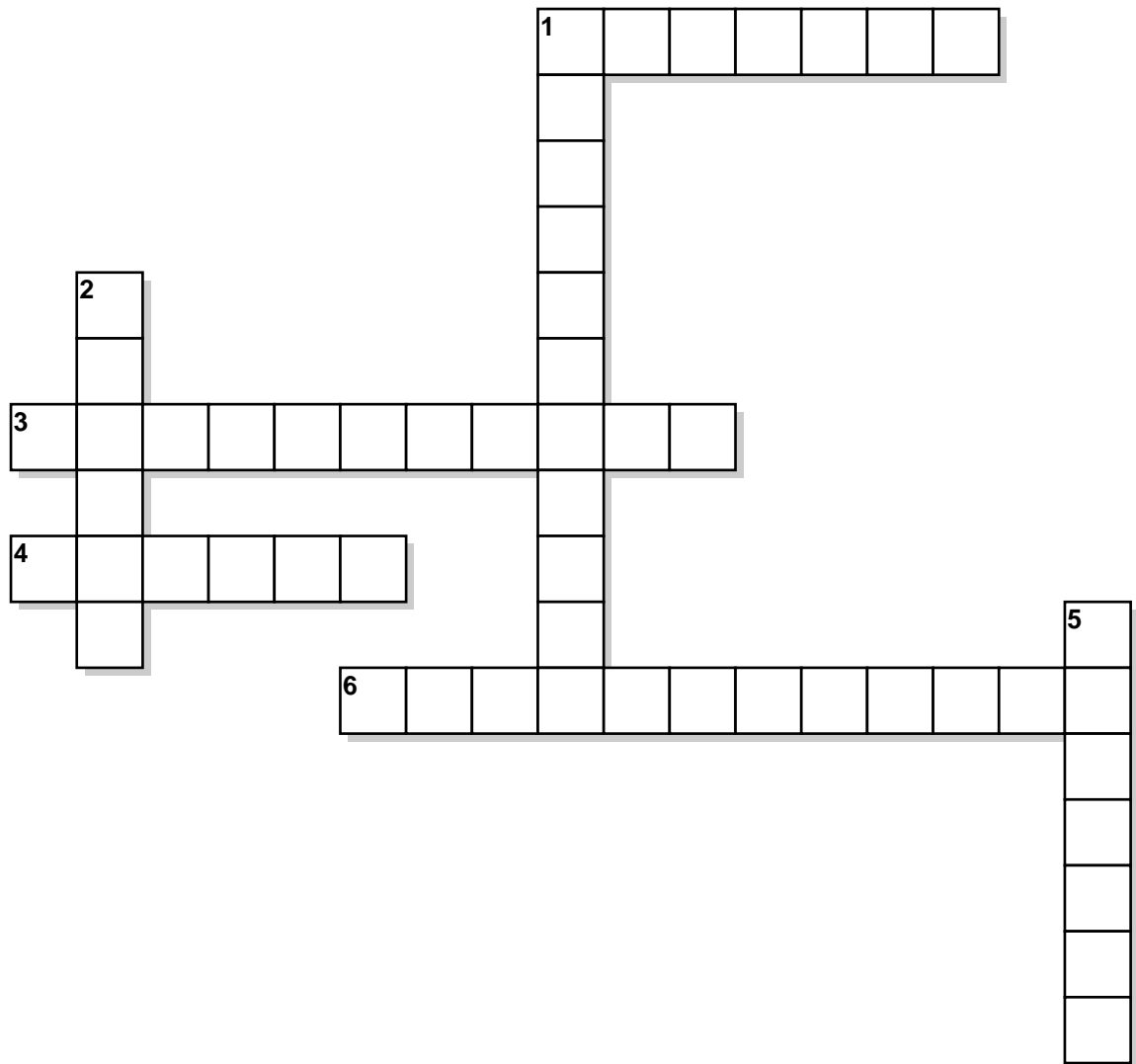


Barclays



Across

- 1 research that finds out new data
- 3 the market for personal banking services is ____
- 4 a medium through which sellers and buyers can negotiate a sale
- 6 research resulting in numeric data capable of statistical analysis

Down

- 1 the total mix of benefits represented by a product and offered to the customer. Product ____
- 2 the type of bank Barclays is
- 5 students are an important market ____ for Barclays

Possible Answers:

Competitive , Global , Market , Primary , Proposition , Quantitative , Segment