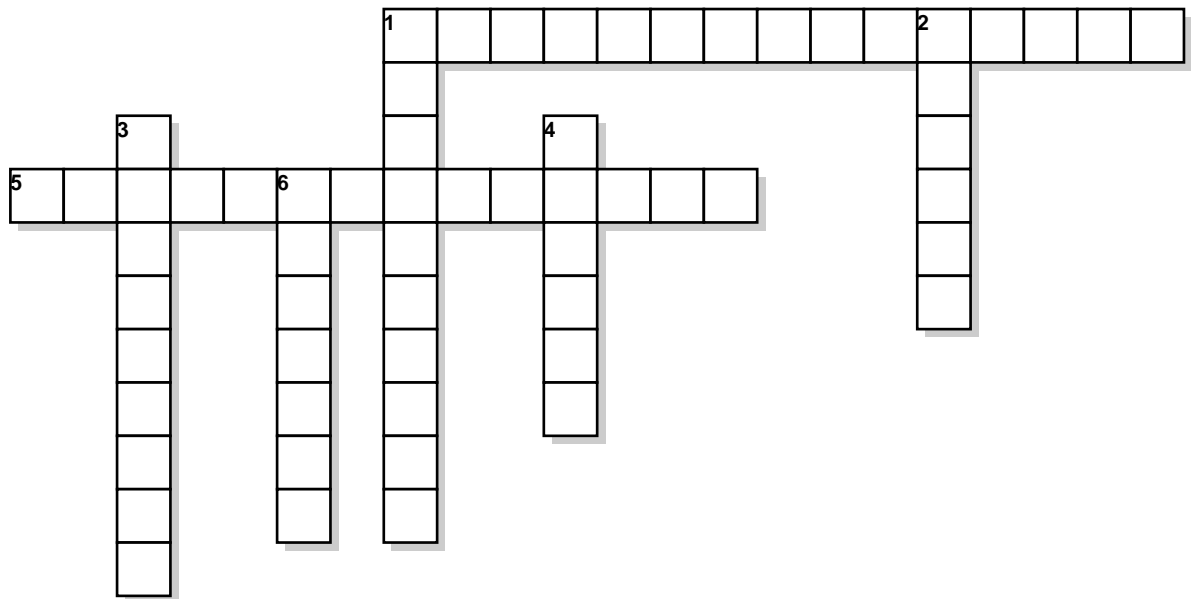


# Portakabin



## Across

- 1 Moving new products into new markets at the same time
- 5 Process of collecting and analysing data about customers

## Down

- 1 A promotional material
- 2 Igor \_\_\_\_\_ was a mathematician who applied his work to the world of business
- 3 A single example of a planned product
- 4 The \_\_\_\_\_ is usually considered the most important day for any new product
- 6 \_\_\_\_\_ enables materials and products to be evaluated for their worth and performance

## Possible Answers:

Ansoff, Direct mail , Diversification , Launch , Market research, Prototype, Testing