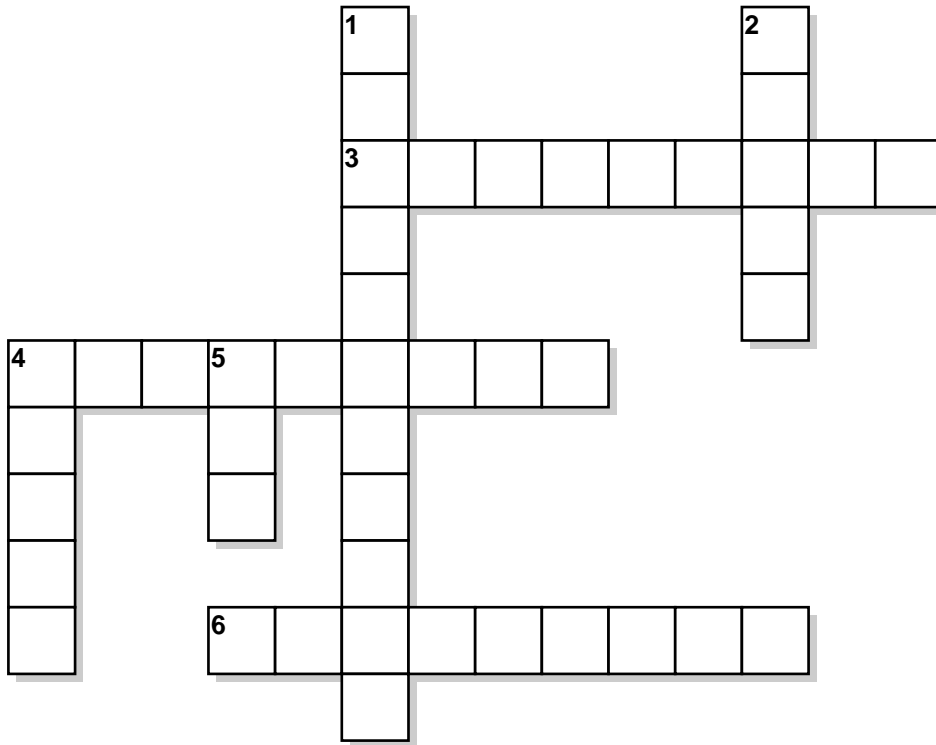


# Aldi



**Across**

- 3 Identifying, anticipating and satisfying consumer requirements profitably
- 4 \_\_\_\_\_ can be above-the-line or below-the-line
- 6 Consumers that recommend Aldi to others

**Down**

- 1 Aldi focuses on a \_\_\_\_\_ pricing strategy
- 2 A key element of the marketing mix
- 4 Identifying where the product of service will be sold
- 5 The marketing \_\_\_\_ of every business will be different