Portakabin
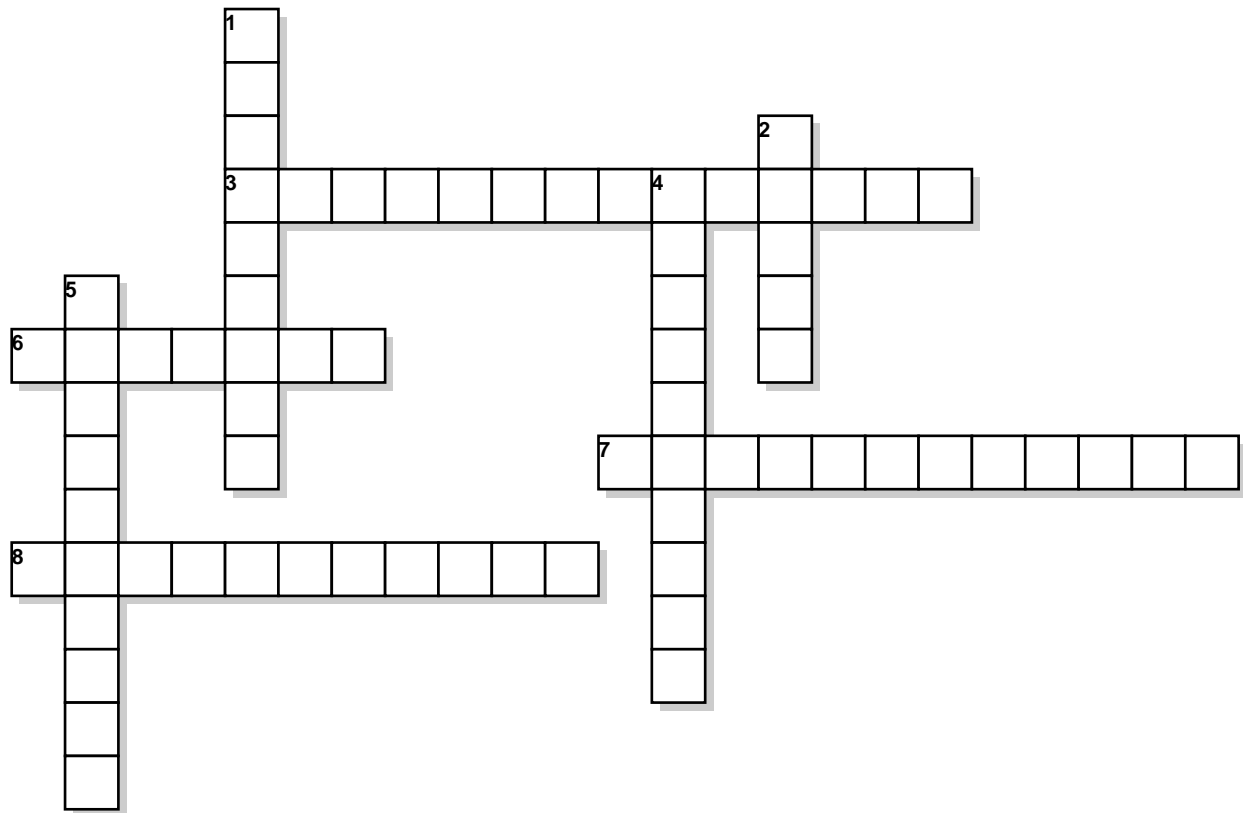
Across

3   Used to find out what customers want and need

6   The final stage of the product life cycle

7   The 4Ps is also know as

8   NPD stands for New Product _____

Down

1   One of the 4Ps

2   Mnemonic to remember the key elements of product design

4   Sales growth stops and starts to dip

5   The way a product looks