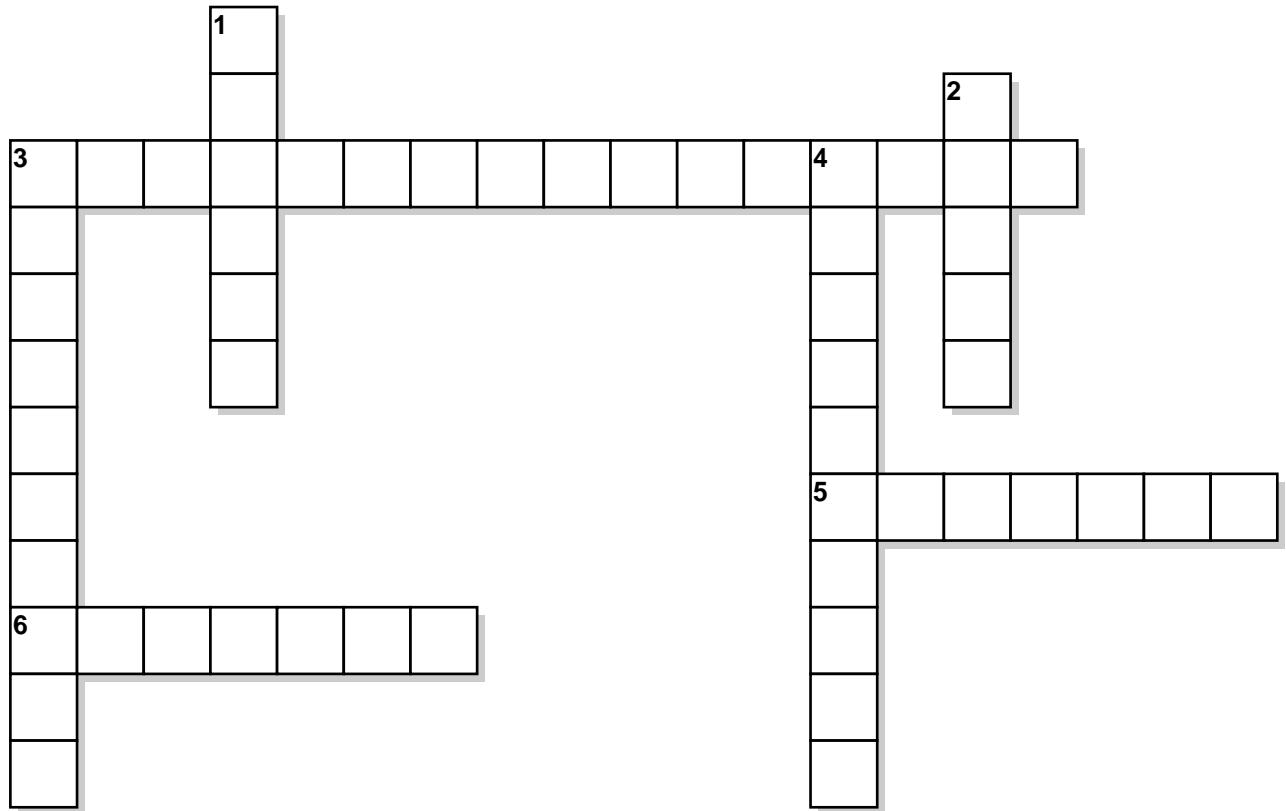


Kellogg's



Across

- 3 providing consumer with new features under an existing brand
- 5 alternative to the core product introduced by the maker of the brand
- 6 research gathered first hand to answer specific questions

Down

- 1 financial plans for the future that show where costs and revenues will come from
- 2 small group, usually of 6-8 people, used as part of a process of research to elicit feedback
- 3 a single example of a planned product that can be tested and modified before entering production
- 4 the value of sales made over a fixed period of time

Possible Answers:

Budget, Focus, Primary, Product extension, Prototypes, Sales value, Variant