

1. <b>customer service</b>	responding to the needs and problems of the customer	21. <b>secondary data</b>	information that has already been collected by some other person or organisation
2. <b>external data</b>	published data from outside the business	22. <b>secondary target market</b>	usually a smaller and less important market segment
3. <b>implementation</b>	the process of putting the marketing strategies into operation	23. <b>statistical interpretation analysis</b>	the process of focusing on the data that represents average, typical or deviations from typical patterns
4. <b>internal data</b>	information that has already been collected from inside the business	24. <b>SWOT analysis</b>	the identification and analysis of the internal strengths and weaknesses of the business, and the opportunities in, and threats from, the external environment
5. <b>marketing data</b>	the information relevant to the defined marketing problem	25. <b>target market</b>	a group of present and potential customers to which a business intends to sell its product
6. <b>marketing mix</b>	the combination of the four elements of marketing, the four Ps - product, price, promotion and place - that make up the marketing strategy		
7. <b>marketing objectives</b>	the realistic and measurable goals to be achieved through the marketing plan		
8. <b>marketing profitability analysis</b>	a method in which the business breaks down the total marketing costs into specific marketing activities		
9. <b>marketing strategies</b>	actions undertaken to achieve the marketing objectives of the business through the marketing mix		
10. <b>market research</b>	the process of systematically collecting, recording and analysing information concerning a specific marketing problem		
11. <b>market segmentation</b>	when the total market is subdivided into groups of people who share one or more common characteristics		
12. <b>market share</b>	the share of the total industry sales for a particular product obtained by a business		
13. <b>a mass marketing approach</b>	a marketing approach that seeks a large range of customers		
14. <b>monitoring</b>	checking and observing the actual progress of the marketing plan		
15. <b>primary data</b>	facts and figures collected from original sources for the purpose of the specific research problem		
16. <b>primary target market</b>	the market segment at which most of the marketing resources are directed		
17. <b>product deletion</b>	the elimination of some lines of products		
18. <b>product life cycle</b>	the stages that a product passes through: introduction, growth, maturity and decline		
19. <b>product mix</b>	the total range of products offered by a business		
20. <b>sales analysis</b>	the comparing of actual sales with forecast sales to determine the effectiveness of the marketing strategy		