

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Key Term Matching Activity

## Edexcel GCSE Business Unit 1: 1.1 Spotting a Business Opportunity

1. \_\_\_\_\_ The owner of a business format which is licensed out to other people or businesses
2. \_\_\_\_\_ A customer preference
3. \_\_\_\_\_ The amount of a product or service that customers are willing and able to pay at a given time
4. \_\_\_\_\_ The person or company which operates a business format - under licence from another business
5. \_\_\_\_\_ A very small business
6. \_\_\_\_\_ A way of positioning products compared with competitors (based on two dimensions)
7. \_\_\_\_\_ A part of the market where customers have similar characteristics and needs
8. \_\_\_\_\_ Activities designed to attract attention to a particular product and to increase its sales
9. \_\_\_\_\_ Qualitative market research where a group is asked about their attitudes and opinions
10. \_\_\_\_\_ Proportion or percentage of the total market that is owned by a business, product or brand
11. \_\_\_\_\_ Any recognisable name, logo or symbol that identifies a product
12. \_\_\_\_\_ Acronym for a feature of a product or service that makes it stand out compared with the competition

FOCUS GROUP

USP

BRAND

SHARE

TASTE

SEGMENT

DEMAND

FRANCHISOR

FRANCHISEE

MICROBUSINESS

MARKET MAP

SALES PROMOTION

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# Key Term Matching Activity

## Edexcel GCSE Business Unit 1: 1.1 Spotting a Business Opportunity

1. FRANCHISOR      The owner of a business format which is licensed out to other people or businesses
2. TASTE      A customer preference
3. DEMAND      The amount of a product or service that customers are willing and able to pay at a given time
4. FRANCHISEE      The person or company which operates a business format - under licence from another business
5. MICROBUSINESS      A very small business
6. MARKET MAP      A way of positioning products compared with competitors (based on two dimensions)
7. SEGMENT      A part of the market where customers have similar characteristics and needs
8. SALES PROMOTION      Activities designed to attract attention to a particular product and to increase its sales
9. FOCUS GROUP      Qualitative market research where a group is asked about their attitudes and opinions
10. SHARE      Proportion or percentage of the total market that is owned by a business, product or brand
11. BRAND      Any recognisable name, logo or symbol that identifies a product
12. USP      Acronym for a feature of a product or service that makes it stand out compared with the competition

FOCUS GROUP	USP	BRAND	SHARE
TASTE	SEGMENT	DEMAND	FRANCHISOR
FRANCHISEE	MICROBUSINESS	MARKET MAP	SALES PROMOTION