



MARKETING VOCABULARY

Examples Of Words And Expressions Used In The World Of Marketing

retail	wholesale
to increase market share	home shopping
online shopping	one-stop shopping
agents and brokers	SWOT analysis
marketing audit	qualitative research
quantitative research	to achieve market share
banner ad	database
cannibalization	to cannibalize a product
central purchasing group	call center
market leader	brand manager
product manager	branding
to target a market	to target a segment of the market
to target a customer	channel of distribution
customer	detailing
consumer behavior	web design
findings	to maintain market share
consumer	brand switcher
cost	to create competitive advantage market
niche growth	life cycle
product life cycle	decline
demand	retail
discount pricing	loss leader pricing
new product development	to develop brand recognition
public relations manager	marketing manager
distribution manager	market research manager
sales manager	purchasing manager
sales promotion manager	advertising manager
primary data	secondary data
sample	attitude scale
price elasticity	packaging
serving	customer satisfaction survey
postal survey	market researcher
warehouse	personal interview
telephone interview	marketing environment
marketing team	ad-hoc research
customer research	feasible study
market research	awareness study
panel research	field research
market expansion	manufacturer
SWOT weakness	SWOT strengths
SWOT threats	SWOT opportunities



loyalty
customer loyalty
range
wholesaler
focus group
brand recognition
importer
laggards
intermediary
market leader
factory outlet
late majority
market
margin
M marketing
brand
economy brand
multi brand
product mix
supply
consumer panel
market penetration
retail outlet
product portfolio
to position a product
consumer preference
pre-test
penetration price
market price
producer
dumb
loss leader
premium product
brand leader
questionnaire
value for money
early adopters
research and development
sales representative
saturation
marketing department
win-win situation
marketing strategy
cash-and-carry
test marketing
an item

brand loyalty
to set a price
product range
lifestyle group
price war
brand image
innovators
intention to buy
product launch
product line
markup
early majority
target market
marketing mix
viral marketing
own label brand
global brand
maturity
brand awareness
search engine optimizing
market share
marketing plan
pricing policy
product positioning
post-test
market challenger
launch price
reference price
psychological price
me-too product
cash cow
consumer product
innovative product
star
high street
departments
desk research
discount
customer satisfaction
market segment
website
opinion poll stock
market follower
trend
transportation
a competitor



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a sample
plant
sales and profit

product universe
end user
catchment area

MARKETING AND DISTRIBUTION DIALOGUE

Examples Of Words And Expressions Used In A Marketing And Distribution Dialogue

We are prepared to grant you a 4% discount.

Most of our quotations are ex-workers.

The delivery time limits have not been met.

We wish to thank you for supplying us so quickly with the required information.

Wholesalers are sometimes accused of being unproductive middlemen.

We mostly sell electrical appliances and household goods.

We sell directly to the consumer.

In certain cases, it is the wholesaler who takes care of sorting and packing.

This new range of products seem to appeal to our customers.

The turnover of this mail-order firm has doubled in three years time.

Convenience stores are losing ground to supermarkets.

Our sales term remain the same; only 5% with the order and the balance delivery.

It would be a mistake to save on packaging.

Product quality and follow-up make all the difference.

We plan to set up operations in your country as we are highly familiar with the market there.

The price range is consistent with our brand image.

It is better to keep one's customers than to spend one's time trying to find new ones.

Investments abroad can take time to pay off.



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There is little competition for such up-market products.

We have altered the store layout; the check-out counters now stand where the fruits and vegetable department used to be.

They have still not settled the last invoice and we'll have to place the file in the hands of our legal department.

We have succeeded in making our customers loyal.