Qualitative data information about opinions, judgement and attitudes.
Quantitative data that can be expressed as numbers and statistically analysed.

**Primary research** or other wise known as field research is when you find out new information.

**Secondary research** or other wise known as desk research is when you find information already made available.

**Market mapping** a diagram that shows the range of possible positions for two features of a product, such as low to high price and low to high quality.

**Initiative** - making the first move and making things happen.

**Enterprise** - Willingness of an individual or business to take risks, show initiative and have a willingness to undertake new ventures.

**Risk** - the chance of damage or loss as a result of making a decision.

**Marketing mix** the combination of factors which helps a business to take into account the customer needs when selling a product (4P's).

**Price** - the amount of money customers are willing to give up to acquire a product.

**Product** - a product or service possessed by a business or organisation and made available to customers for purchase.

**Promotion** - Communication between the business and customer, making the customers aware of how the products will meet customers need and persuading them to buy it for the first time or again.

**Place** - the way in which a product is distributed - how it gets from the producer to the consumer.