Qualitive data information about opinions, judgement and attitudes.

Quantitive data data that can be expressed as numbers and statistically analysed.

Primary research or other wise known as feeld research is when you find out new information

Secondary research ~~or~~ or other wise known as desk research is when you find information already made/avaliable.

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.

Initative - 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 help the business to take into account the customer needs when selling a product (4 P's)

Price - the amount of money customers have to give up to acquire a product.

Product - a good or service produced by a business or organisation and made avaliable to customers for purchase.

Promotion - Communication between the business and customer, making the customers aware of how the products will meet customer's 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.