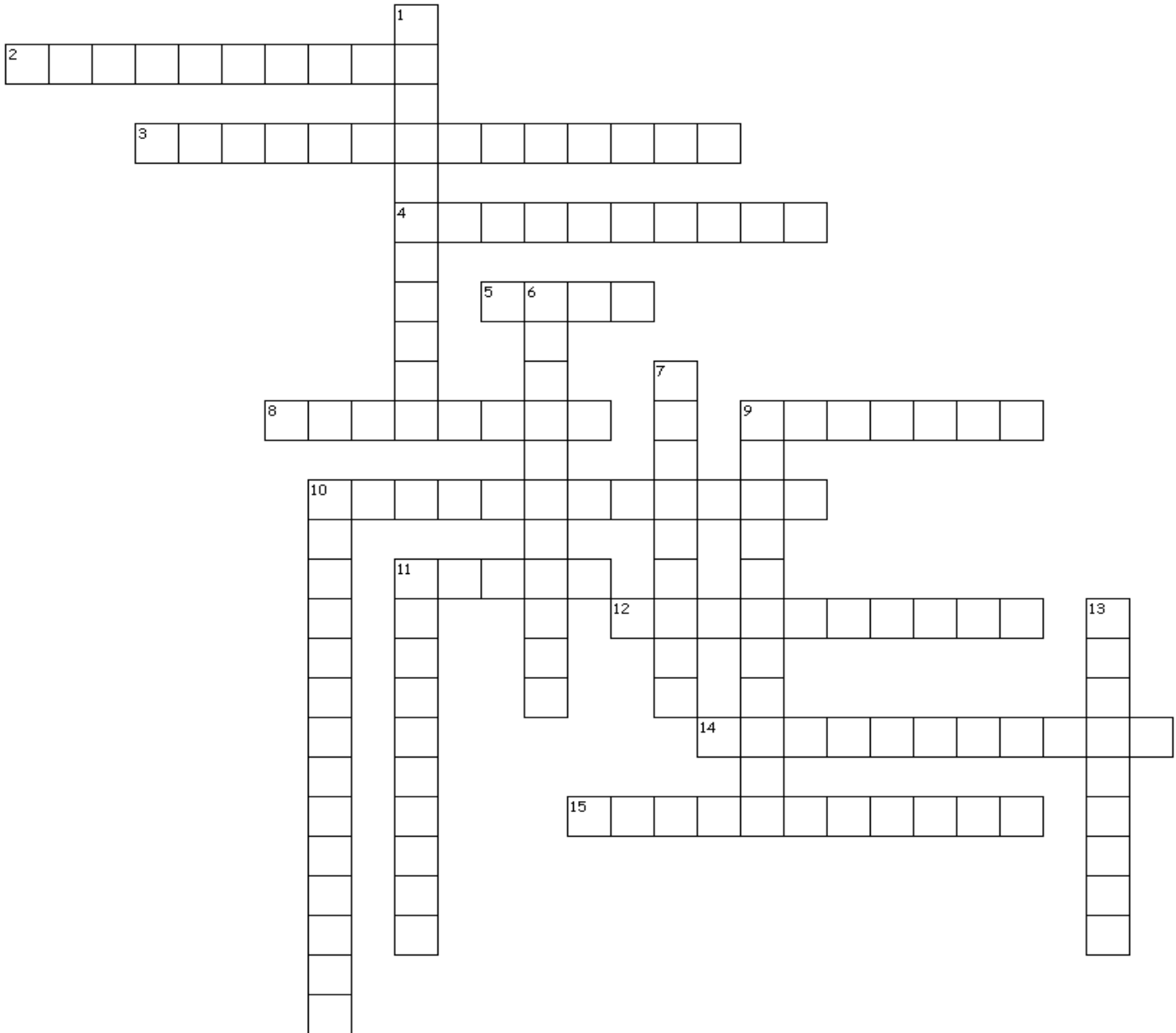


# Lessons 10, 11,12



## Across

2. Characterized by long rows of shelving with aisles between the rows.
3. Activities that encourage customers to make purchases.
4. A layout that loops around the store.
5. An enclosed building with multitude of stores.

8. A permanent or transportable furnishing that are used to hold and display merchandise.
9. Usually printed in newspapers and flyers, able to get a cash discount on a product.
10. Large buildings and abundant parking (Not attached to another building).
11. A contract between a landlord and a tenant.
12. Newspapers, magazines, billboards, direct mail.
14. Any portal that appears on the internet.
15. Features a center aisle that extends from the front of the store to the back.

Down

1. The arrangement of store merchandises.
6. A paid communication by a business to the public.
7. Geographic surrounding (provide most of the customers).
9. Easy for customer to get in and out.
10. A store layout that features merchandise based on fixtures.
11. A product that is priced either at or below cost.
13. Stores next to each other (Own little store).