**Business English Terms – Market Leader Upper-Intermediate**

**1. Marketing Mix**  
**Definition:** The combination of elements a company uses to promote its products (Product, Price, Place, Promotion).  
**Example:** Coca-Cola's mix: variety of drinks (Product), competitive pricing (Price), global distribution (Place), TV/social campaigns (Promotion).

**2. Marketing Strategy**  
**Definition:** Long-term plan to achieve marketing objectives and position the company.  
**Example:** Apple focuses on premium products and innovative design to attract loyal customers.

**3. Marketing Plan**  
**Definition:** Detailed tactical document with actions, timelines, and budgets to implement strategy.  
**Example:** A 6-month social media campaign and influencer partnerships for a new smartphone.

**4. Market Adaptation**  
**Definition:** Adjusting a product/service to meet local market needs.  
**Example:** McDonald's offers vegetarian burgers in India.

**5. Market Penetration**  
**Definition:** Increasing sales of an existing product in an existing market.  
**Example:** Coca-Cola offers discounts in a city where it already sells.

**6. Market Segmentation**  
**Definition:** Dividing a market into groups with similar needs or characteristics.  
**Example:** Car company segments into luxury, family, and economy buyers.

**7. Product Placement**  
**Definition:** Advertising by placing products in media like movies or TV shows.  
**Example:** Omega watches featured in James Bond films.

**8. Product Portfolio**  
**Definition:** Range of products a company offers.  
**Example:** Samsung sells smartphones, tablets, TVs, and home appliances.

**9. Product Feature**  
**Definition:** Specific characteristic or functionality of a product.  
**Example:** A smartphone's face recognition technology.

**10. Customer Profile**  
**Definition:** Detailed description of ideal customer (demographics, interests, habits).  
**Example:** Luxury brand targets high-income individuals aged 30-50.

**11. Customer Retention**  
**Definition:** Strategies to keep existing customers and encourage repeat purchases.  
**Example:** Amazon Prime keeps customers via fast delivery and exclusive services.

**12. Customer Base**  
**Definition:** Total group of customers who regularly buy a company's products/services.  
**Example:** Starbucks' daily coffee drinkers worldwide.

**13. Brand Positioning**  
**Definition:** How a brand is perceived relative to competitors.  
**Example:** Tesla is seen as innovative, high-tech, eco-friendly.

**14. Brand Identity**  
**Definition:** Visual, verbal, and cultural elements representing a brand.  
**Example:** Nike's swoosh logo, 'Just Do It' slogan, sporty image.

**15. Brand Extension**  
**Definition:** Using an existing brand to launch new products in a related market.  
**Example:** Dove expanded from soap to body lotion and deodorants.