

Jump Start Micro-Enterprise Credential: Develop a Business and Marketing Plan Word Bank

Term	Definition	Section
Exploit	An activity or action that will maximize use and turn into a benefit.	Components of Effective Business and Marketing Plans
Spurious	Misleading. Having an appearance of another but differing from the original or future development.	Components of Effective Business and Marketing Plans
Verbose	Wordy. Expressing in more words than needed.	Long vs Short Plans
Clarify	To make a statement that is more understandable. To express a clear position.	Long vs Short Plans
Discontinuous	Out of ordinary and breaking the routine	Long vs Short Plans
Primary Research	Gathering original data.	Market Research Basics
Secondary Research	Finding information developed by others.	Market Research Basics
Experiential	Data obtained by providing an experience or an observation.	Market Research Basics
Proprietary Results	results available only to the owners of the data	Market Research Basics
Unscientific Responses	A non-representative sample of responses included in a survey. They don't belong because they are not intended market or do not provide valid information about your market.	Market Research Basics
Skewing	A representation that is misleading or unfair.	Market Research Basics
Bias	A representation that is in favor of or against an idea, person, or group.	Market Research Basics
Intervention Bias	Research data that misrepresents results because of the inappropriate way questions were asked.	Market Research Basics
Focus Group	A demographically diverse group of people assembled to participate in a guided discussion about a particular product or service before it is launched. Can be used for providing ongoing feedback.	Market Research Basics
Expert Panels	A group of experts that have specialized knowledge. Used to gain specific input and opinion.	Market Research Basics
Marketing	Analysis. Efforts to determine market size and trends, customer preferences and needs, product features and costs, pricing and promotion.	Developing Marketing and Sales Plans
Sales	Engagement. Efforts in customer contact and persuasion, building relationships, account coverage and product knowledge.	Developing Marketing and Sales Plans
Advertising	Creativity. Efforts in communication that combine imagination with high impact messages that are distinctive and memorable.	Developing Marketing and Sales Plans