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

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| **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 |