



### Across

1. A structure in a store where products are placed for display.
3. The upper limit of a price or cost.
5. A person who buys goods or services from a store.
6. A reduction in the price of a product.
8. The arrangement of products to attract customers.
9. The total amount of money received from sales.

### Down

1. The process of selling goods or services.
2. The stock of goods available for sale in a retail store.
4. A marketing strategy to increase sales of a product.
7. The process where customers pay for their purchases.