**Name:**

*Please write or type the answers to the following questions as I go through the Marketing section directions.*

1. What is an industry for a product or service?
2. Why should you research dollars spent or units consumed for an industry?
3. How can seasons affect your business?
4. What are some ways that you can distribute a product or service?
5. What is a competitive advantage?
6. Provide 2 examples of competitive advantages.
7. What are 3 examples of information that you must include about your customers?
8. What are 3 ways to advertise or promote your product?