

1. break-even point	the sale price of a product that covers all expenses related to its development, production, promotion, storage and transport, and the amount of product that needs to be sold in order to reach this point	15. publicity	providing information about a particular subject (e.g. a product) in order to make that information known to the general public; method of publicity include issuing media releases, conducting product launches, and creating bill-boards or posters to increase public exposure
2. competitive pricing	a marketing approach in which the price a manufacturer charges for a food product is set below that of competitors products in order to facilitate entry into a market for the new product	16. public relations	a means of communicating a favourable company image to the public
3. distribution	involves transport, handling and storage of food products from the manufacturer's facility to the point of sale	17. selective distribution	when a product is sold widely, but not in all retail outlets
4. exclusive distribution	occurs when a product is sold at only a few retail outlets; such products may be expensive, speciality or luxury items	18. status-quo pricing	sets the price of a food product at one similar to those of comparable products already on the market
5. intensive distribution	for products which are sold at every possible retail outlet		
6. line extensions	involve relatively minor changes to a company's existing products by incorporation of such features as new flavours, packaging and serving sizes		
7. marketing mix	refers to the four 'Ps'; it is the overall plan to market a new food product; it consists of product planning, price structure, placement for distribution and promotion		
8. marketing plans	expresses a company's objectives in marketing terms; that is, how to maximise sales, improve customer satisfaction and quality aspects of a food product		
9. marketing process	relates to the marketing strategies used to facilitate the market launch of new food products		
10. me-too product	direct copies, or minor modifications, of existing products		
11. new-to-the-world products	completely new and different products that have not been on the market before		
12. penetration pricing	when a product is priced below that charged for a similar product made by a competitor		
13. price skimming	occurs when the price of a new food item is set at a level in excess of that indicated by list price or production and distribution costs		
14. product life cycle	traces the growth, stationary and decline phases of a product's sales revenue history		