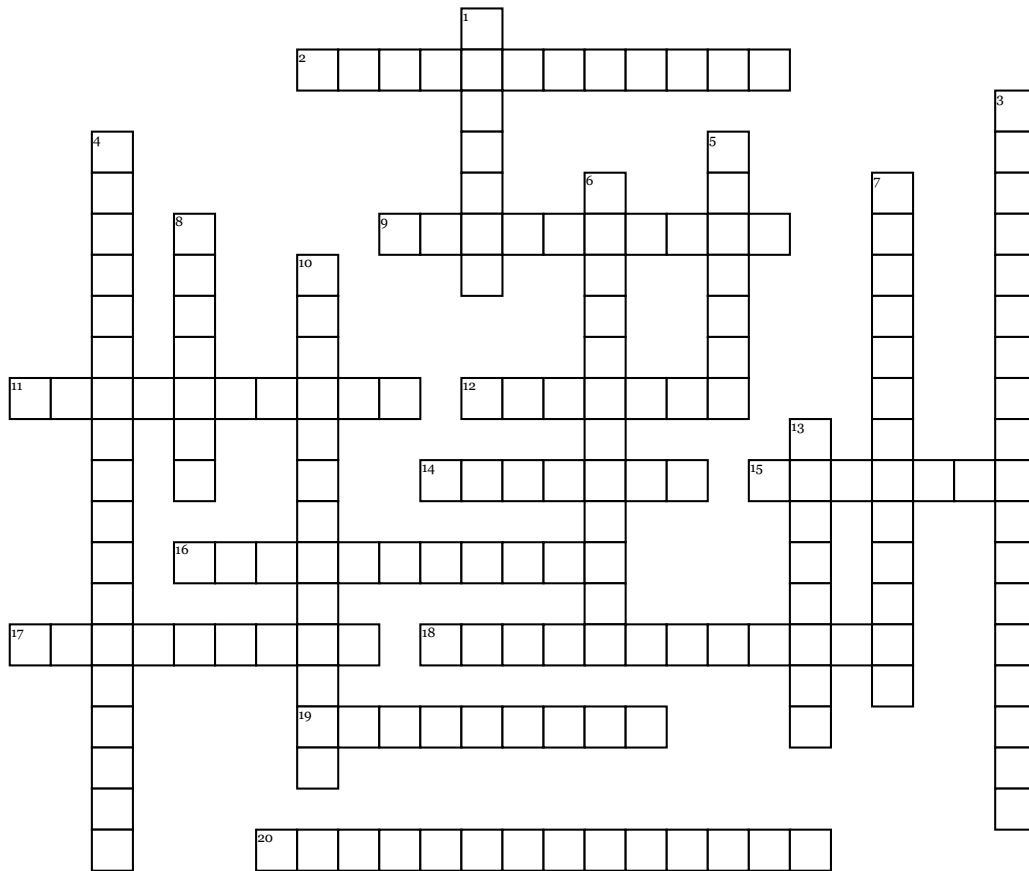


Name: _____

An Entrepreneur's Cross Word



Across

- 2.** The specific group of people who buy a particular product or service.
9. When you need to order products because they haven't arrived on time or with the original order.
11. The act of making things; in particular the act of making products that will be traded or sold commercially.
12. A business enterprise in which the expectation of gain is accompanied by the risk of loss or failure.
14. A memorable phrase used in advertising, politics or other contexts as a repetitive expression of an idea or purpose.
15. The amount of cash you need to start and run your company.

- 16.** Paid communication through a medium
17. Involves information about a product, product line, brand, or company.
18. A summary developed by an entrepreneur who intends to organize a new venture.
19. Words, symbols, or designs or a combination of these used to identify a product or service and distinguish it from its competitors.
20. Equity financing from people who look for new ventures to invest in.

Down

- 1.** A function that is provided by a business for a consumer.
3. Owners of a business may be responsible for debts that exceed the amount of their investment

- 4.** A form of business owned by one person
5. A system using bars and numbers used to identify products
6. The amount of the selling price of a product that is above the cost of the product or service to the business selling the product or service.
7. Is a pricing strategy in which a marketer sets a relatively high price for a product.
8. Something that is concrete, movable and, for sale.
10. Cost that will change/increase as production and sales increase
13. A statement which forecasts the cash requirements of a business on a month to month basis.

Word Bank

- | | | | |
|---------------------|-----------------|----------------|---------------------|
| Production | Slogans | Barcode | Product |
| Promotion | Angel Investors | Variable Costs | Back-Orders |
| Service | Price Skimming | Target Market | Sole Proprietorship |
| Unlimited Liability | TradeMark | Profit Margin | Cash Flow |
| Capital | Business Plan | Advertising | Venture |