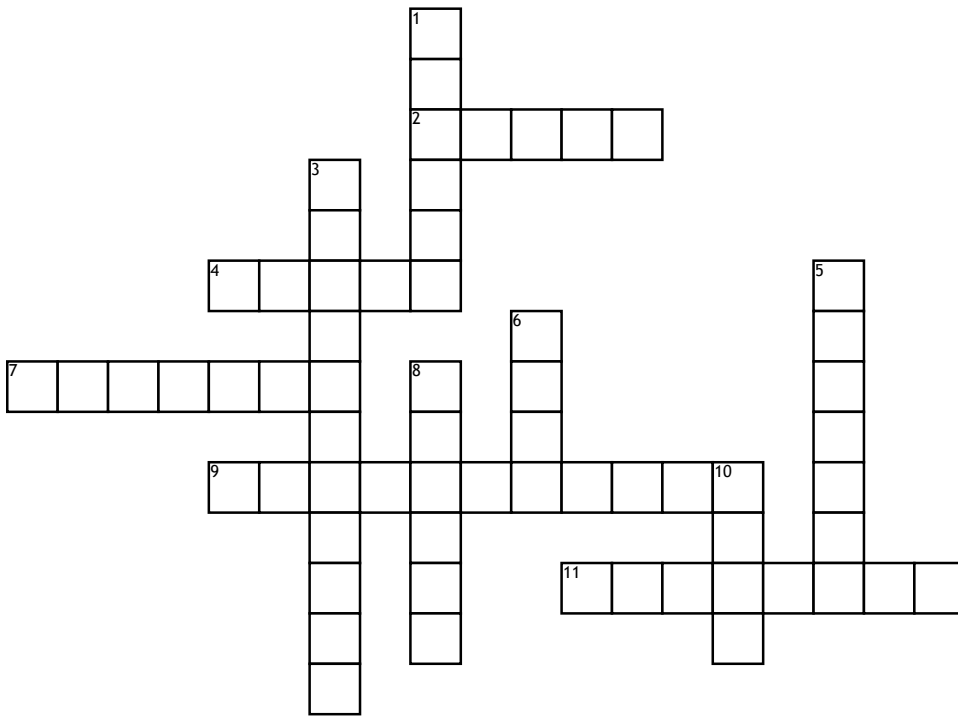


Name: _____

Date: _____

Business Studies



Across

2. How all business objectives should be written

4. One element of the marketing mix concerned with where the goods are sold

7. A latter stage in product lifecycle

9. Revenue from sales - cost of sales

11. An example of an internal stakeholder

Down

1. The name of the model used to consider external factors

3. Any individual or organisation that has any interest in a business

5. The type of market research carried out by questionnaires to potential customers

6. One of the Boston Matrix quadrants relating to product that brings in a lot of revenue but requires a lot of promotion

8. The 'D' of AIDA

10. An organisation structure with lots of levels of management and rules