

Business Studies

H H S N N L M B R A N D W F M G C
X D M A R K E T G A P N B N J E A
P R I M A R Y R E S E A R C H K P
J K I N C O M E S X D E B T K R I
G T O T A L C O S T S P R I C E T
J M A R K E T I N G R I S K G V A
A D V E R T I S I N G N B A X E L
P H M A R K E T M A P P I N G N I
R O B J E C T I V E S N F G U U N
O F A I L U R E O B S O L E T E P
F A I M S J M A T E R I A L S W U
I P L O E N T R E P R E N E U R T
T E C O M P E T E R K N L O S S L
B R I N N O V A T I O N N Q D Q Q
I N T E R E S T P M R E W A R D S
B U S I N E S S P L A N V H Z A M
G V I M P R E S S I O N S L Q L F

primary research
entrepreneur
innovation
materials
failure
reward
aims

market mapping
advertising
market gap
interest
revenue
brand
debt

business plan
impressions
objectives
obsolete
income
costs
loss

capital input
Total costs
marketing
compete
profit
price
risk