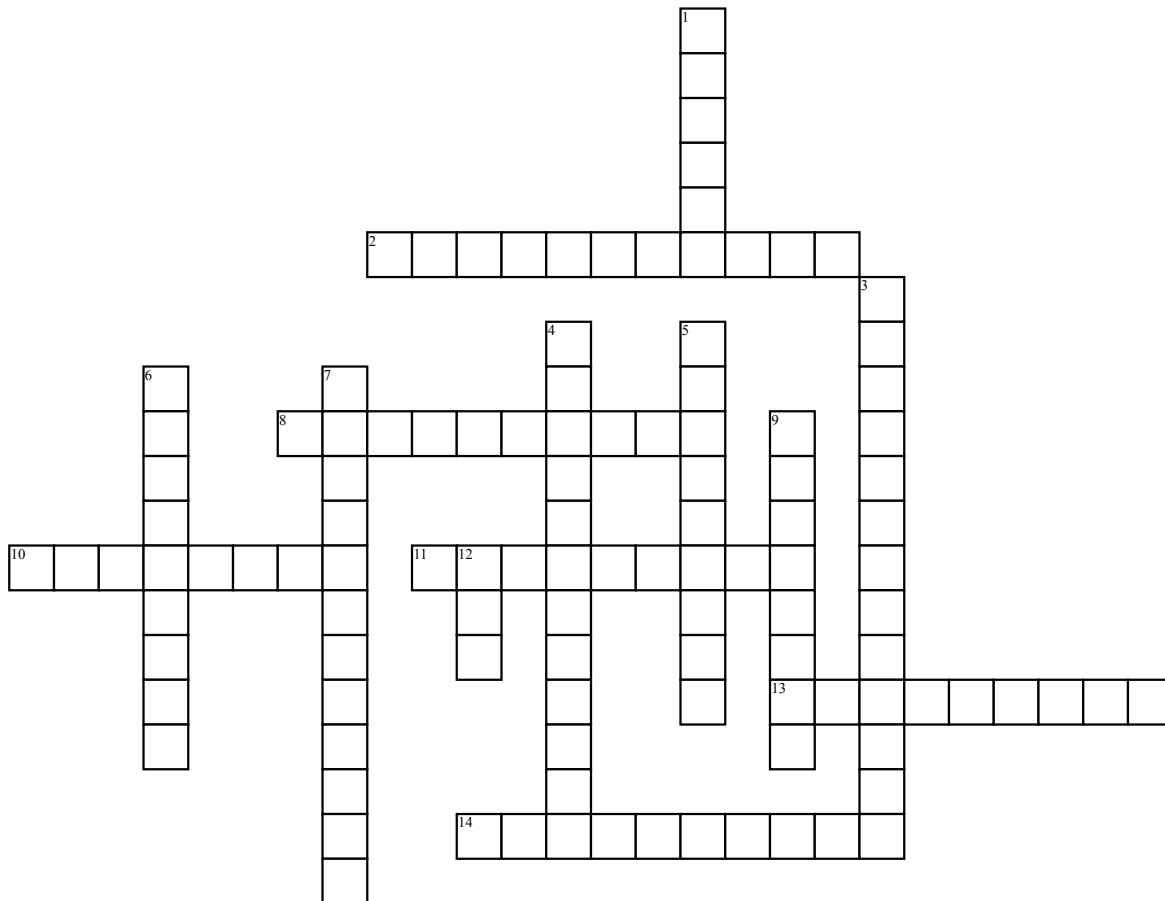


# Business studies



## Across

**2.** Other businesses that produce the same or similar goods and services

**8.** A business that has the objective of making a profit

**10.** When a type of product is no longer produced because it is not needed or has

**11.** The people who purchase a product or service from a business

**13.** Using the internet to promote and sell a good or service

**14.** Business costs that do not vary with output

## Down

**1.** The difference between costs and revenue

**3.** Business costs that change with output, such as raw materials

**4.** The ingredients needed to produce a marketing policy normally known as the 4ps

**5.** Where total revenue is the same as total costs and no profit or loss is made

**6.** where an employee moves job to a more senior position

**7.** An individual who takes a calculated risk in starting or running a business in return for making a profit

**9.** The person or business that use the good or service produced

**12.** Unique selling point