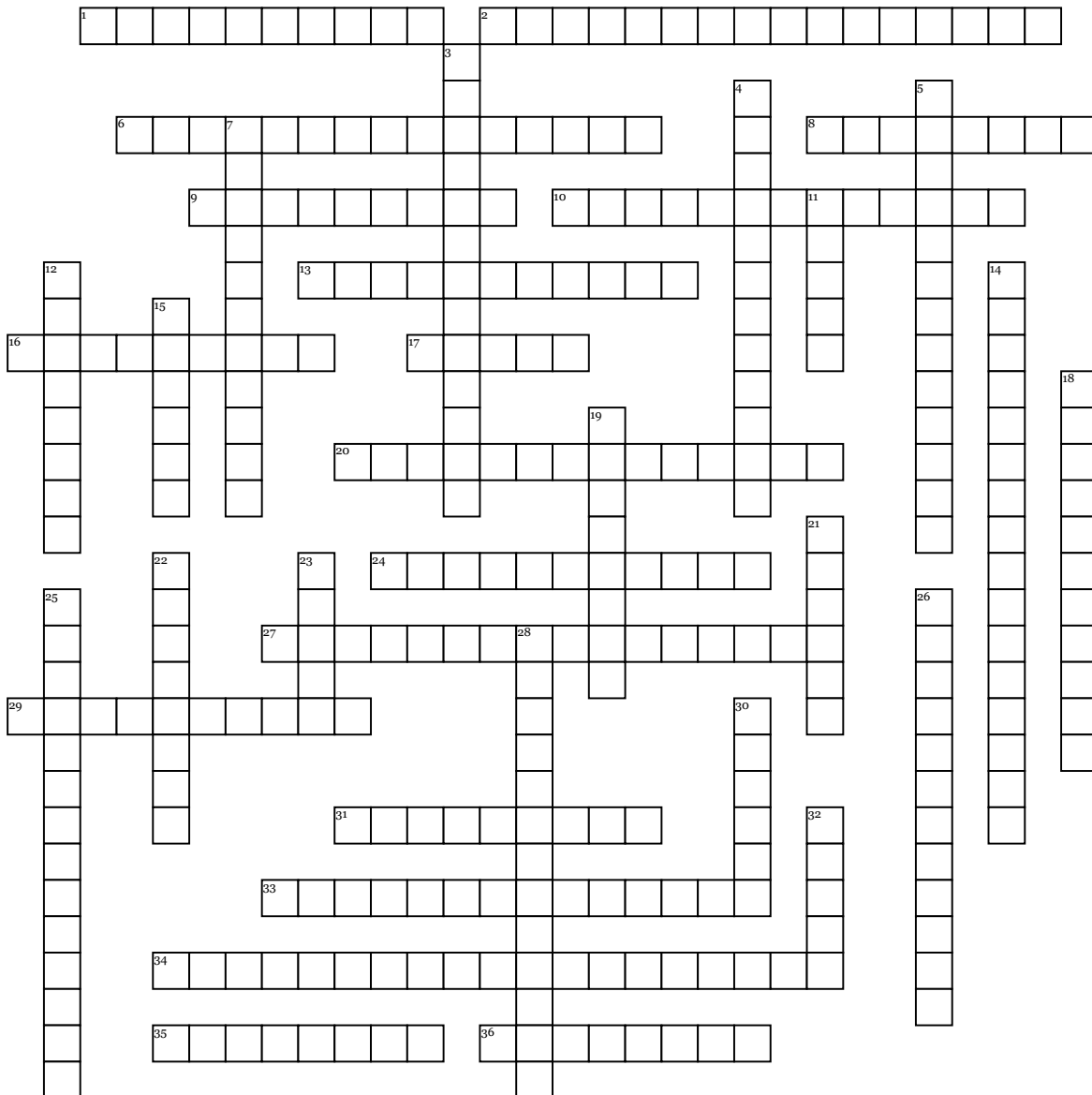


# Entrepreneurship Mid-Term Part A



**Across**

- 1. Different products or services a business sells.
- 2. Uses the needs of customers as the primary focus.
- 6. Pricing that offers customers a reduced price.
- 8. When wants & needs are unlimited and resources are limited.
- 9. People who work for someone else.
- 10. Possibilities that arise from existing conditions.
- 13. A business percentage of the total sales generated by all companies in the same market.
- 16. All of the processes used to determine and satisfy customers & businesses needs.
- 17. Products you see and touch.
- 20. The government determines what, how, and for whom products are produced.
- 24. A paid form of communication sent out by a business about a product/service.
- 27. The process of running a business of one's own.

- 29. The private ownership of resources by individuals.
- 31. A market is dominated by a small number of businesses that gain the majority of revenue.
- 33. An evaluation of one's strengths and weaknesses.
- 34. Identifying and examining the characteristics of your competition.
- 35. When there is only one producer of a product/service.
- 36. The name, symbol, and design used to identify a product/service.

**Down**

- 3. Consumers & businesses decide what, how, for whom products are produced.
- 4. Involves the locations and methods used to make products available to customers.
- 5. A creative problem-solving technique that involves generating large numbers of ideas.
- 7. Rivalry among businesses to sell products or services.
- 11. Things you need to survive.

- 12. A product/service characteristics that will satisfy a customer.
- 14. Assets invested in the production of goods/services.
- 15. Individual needs or desire for a product at a given price.
- 18. Creating an image for a product/service.
- 19. Activities that are consumed as they are produced.
- 21. How much of a good/service a producer is willing to produce at different pricing.
- 22. The ability to learn a particular job.
- 23. Things you think you must have to be satisfied.
- 25. People who create goods/services.
- 26. Blending of marketing to reach a target market.
- 28. People who own, operates, and take risks of running a business.
- 30. Difference between revenues taken in and cost of doing business.
- 32. Concepts that come from creative thinking.