

Name: _____

Date: _____

Functional areas of a business

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

customer dissatisfaction

operational objectives

Capacity utilisation

Increases capacity

Price elasticity

subcontracting

boston matrix

Brand loyalty

benchmarking

Growth