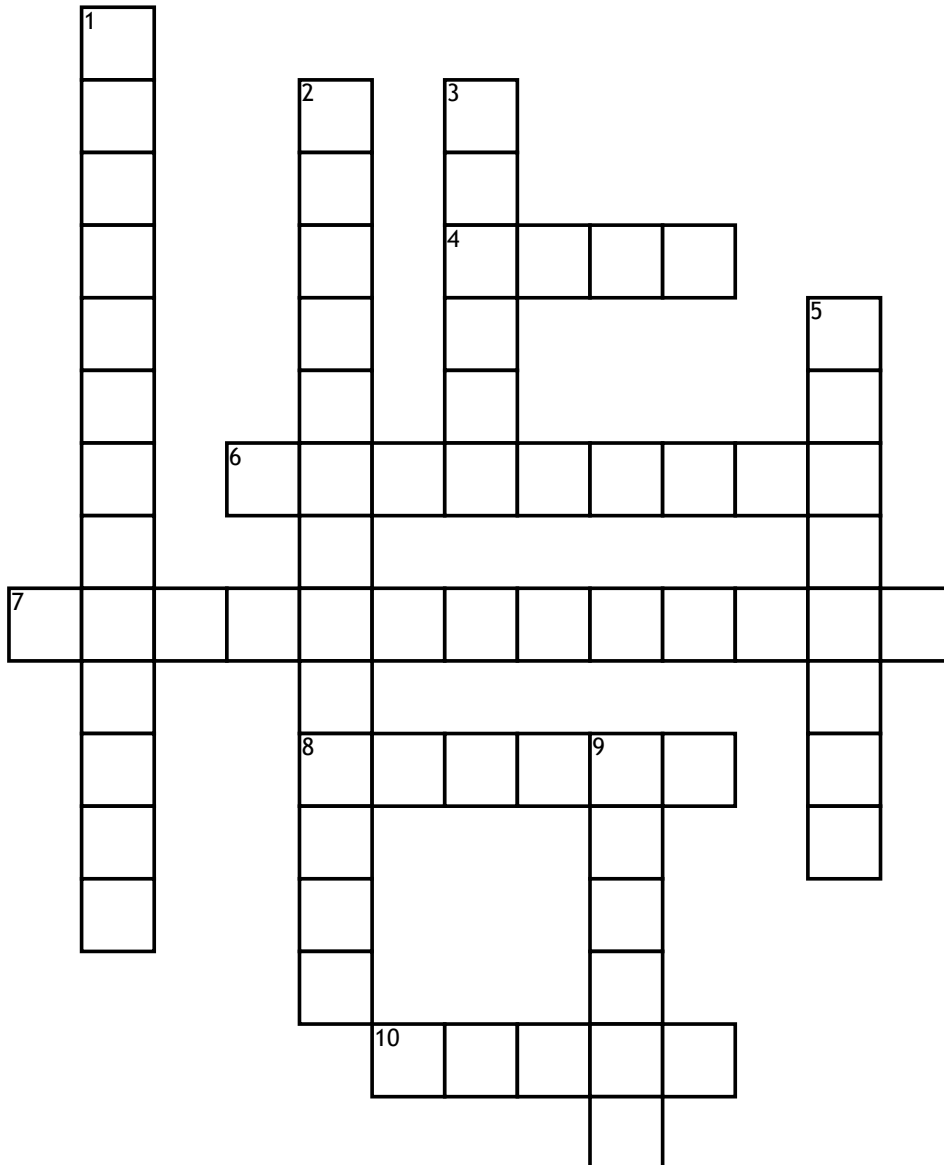


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Learning Aim B



## Across

- 4. Name one of the business models
- 6. What does the S stand for in SWOT
- 7. what does the T stand for in PESTLE
- 8. High competition is an example of what in a SWOT analysis
- 10. what does the L stand for in PESTLE

## Down

- 1. what does the E stand for in PESTLE
- 2. what does the O stand for in SWOT
- 3. Name one of the business models
- 5. to carry out careful an organised study or gather information regarding a specific topic is the definition of what?
- 9. One of 'Nike's' biggest, well known competitors would be what company?