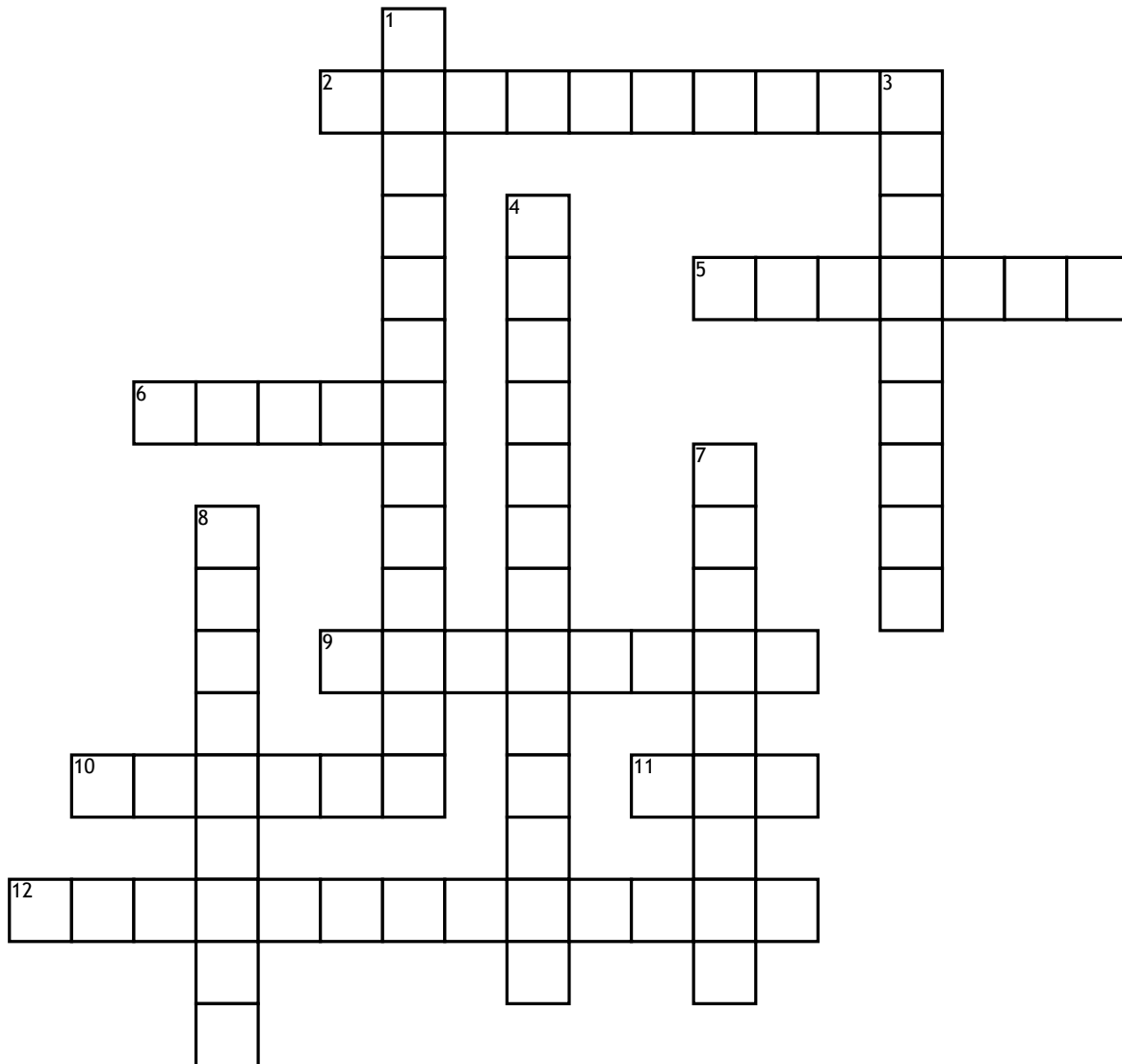


# Marketing - SWOT and PESTLE



## Across

2. What does the W in SWOT stand for? (10)  
 5. What does the T in SWOT stand for? (7)  
 6. What does the L in PESTLE stand for? (5)  
 9. What does the 1st E in PESTLE stand for? (8)

10. What does the S in PESTLE stand for? (6)  
 11. This is an overall goal that a business is trying to achieve (3)  
 12. What does the 2nd E in PESTLE stand for? (13)

## Down

1. What does the T in PESTLE stand for? (13)

3. What does the S in SWOT stand for? (9)  
 4. What does the O in SWOT stand for? (13)  
 7. What does the P in PESTLE stand for? (9)  
 8. This is a measurable step that a business will set in order to work towards its goals (9)