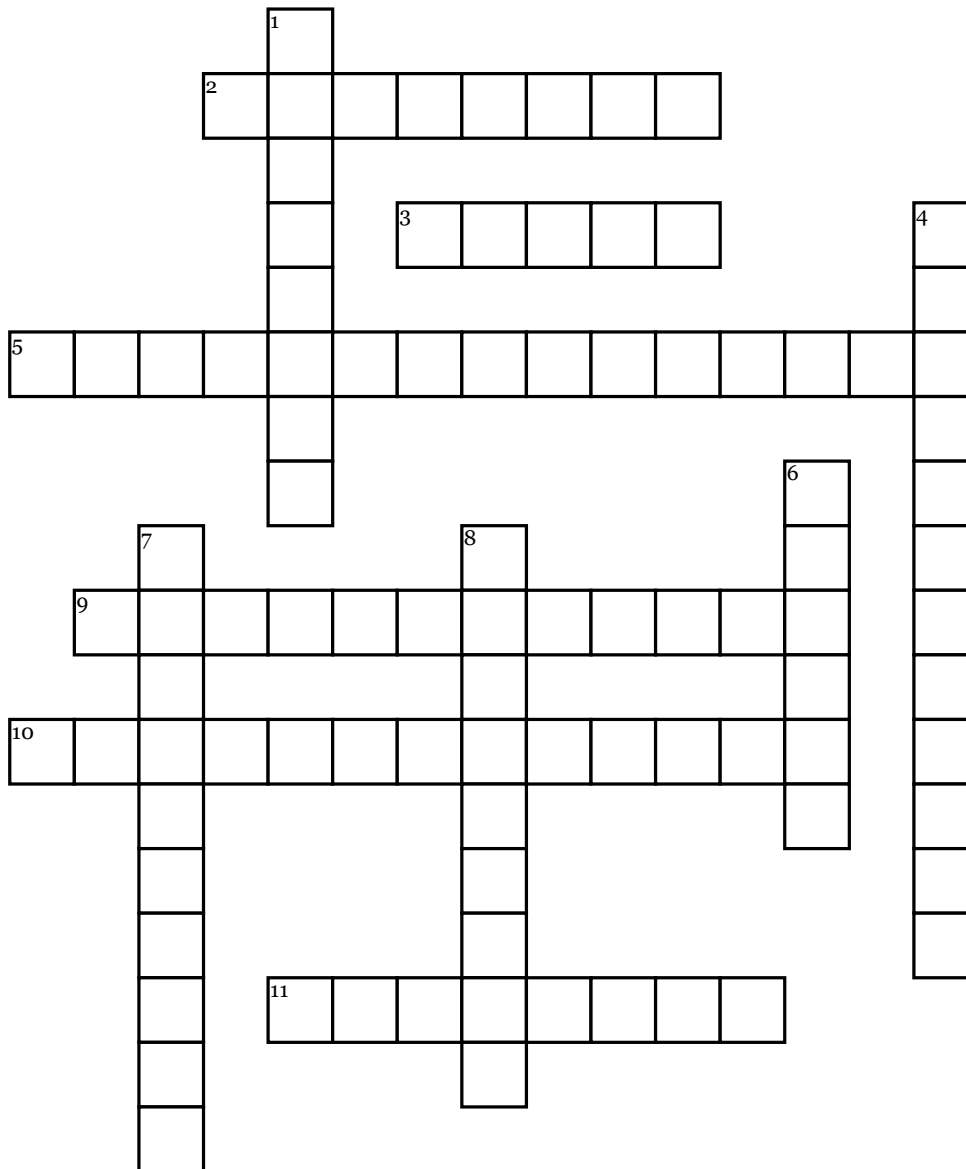


# Spotting a Business Opportunity



## Across

- 2.** Any person or organisation which buys or is supplied with a product or by a business.
- 3.** A named product which customers see as being different from other products and which they can associate or identify with.
- 5.** Information about opinions, judgements and attitudes.
- 9.** A person who owns and runs their own business and takes risks.
- 10.** A list of questions to be answered by respondents, designed to gather information about consumers' tastes.

- 11.** The person who ultimately uses (or consumes) a product.

## Down

- 1.** A business which sells (or provides) products to another business.
- 4.** Data that can be expressed as numbers and can be statistically analysed.
- 6.** Research involving asking questions of people or organisations.
- 7.** Another word for business
- 8.** The right given by one business to another to sell goods or services using its name.