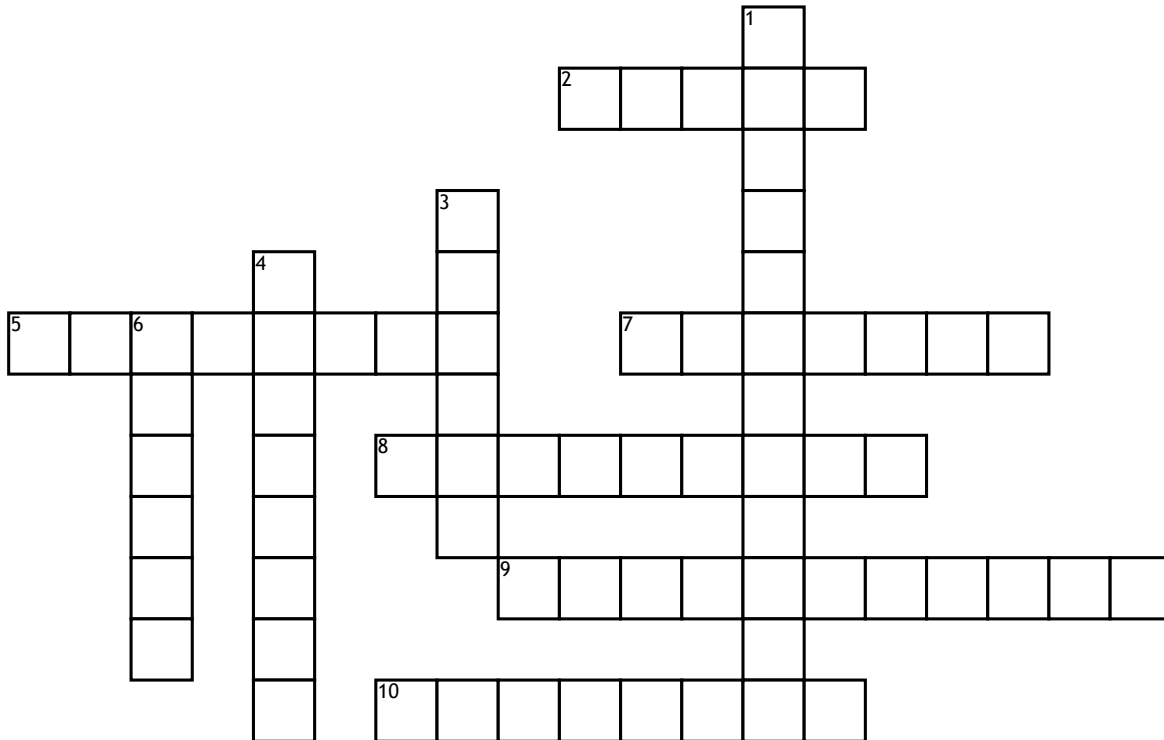


# Spotting a Business Opportunity



## Across

2. A \_\_\_\_\_ group is a group of people brought together to answer questions and discuss a product, brand or issue

5. Any person or organisation which buys or is supplied with a product or by a business

7. The gathering of new information, which has not been collected before, is called \_\_\_\_\_ research

8. Processing information that has already been gathered, such as sales records, government statistics or newspapers articles, is called \_\_\_\_\_ research

9. Information about opinions, judgements and attitudes is \_\_\_\_\_ data

10. A business which sells (or supplies) products to another business

## Down

1. Data that can be expressed as numbers and can be statistically analysed

3. \_\_\_\_\_ Research is the process of gaining information about customers, competitors and market trends through collecting data

4. The person who ultimately uses a product

6. Research involving asking questions of people or organisations