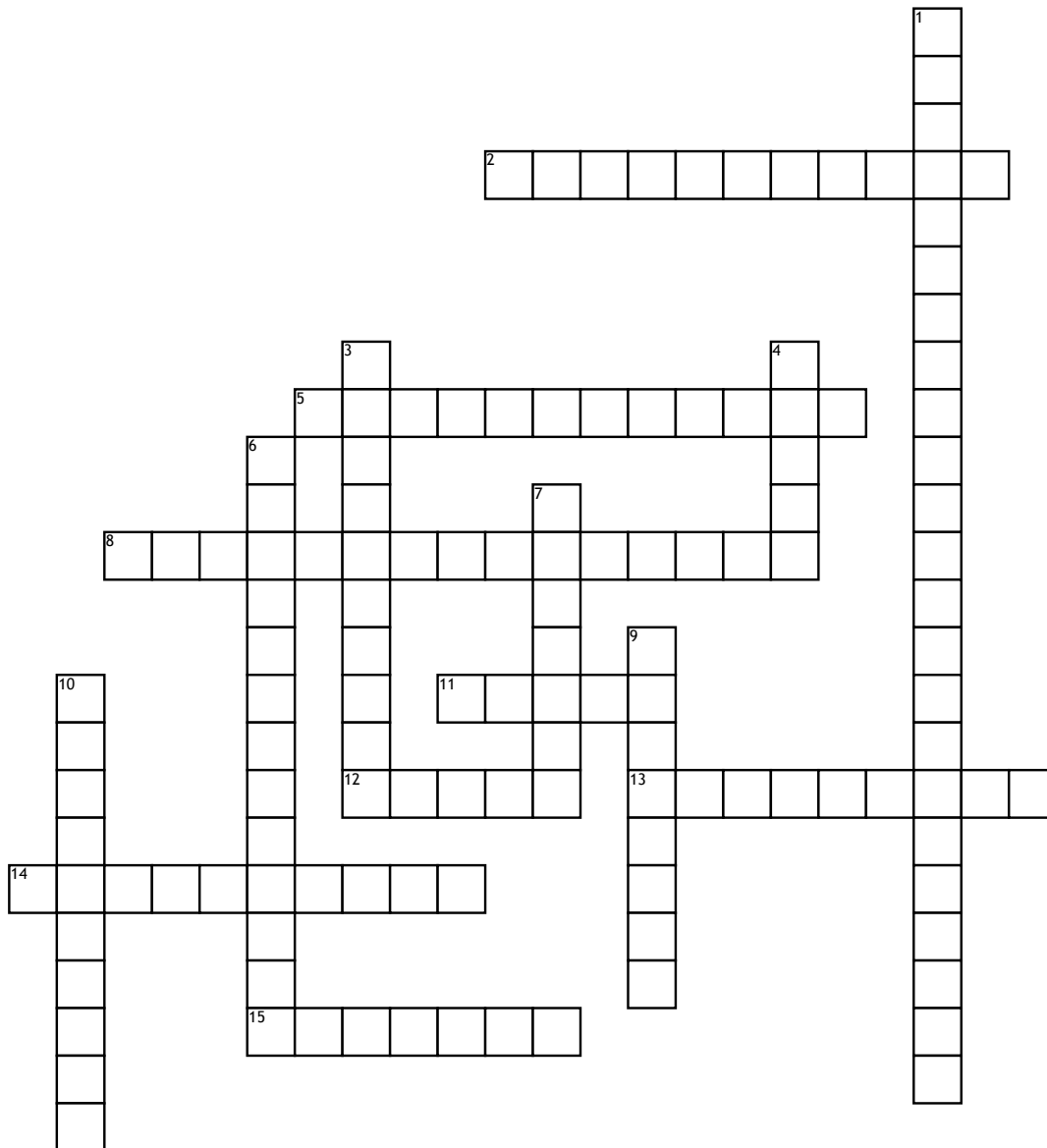


# The Business Plan



## Across

2. The idea being to gain quick acceptance and extensive distribution in the market.
5. Is appointed by the owner of the business to manage the business.
8. Products identified by a strong brand name:
11. Assets that can be quickly into cash:

12. The turnover of the business:

13. Sources of secondary data:

14. A product used in the production of other products is known as ...

15. The most common instrument for collecting primary data:

## Down

1. The number of possible customers in a specific area:

3. New products never created before are ...

4. Personal resources of successful entrepreneurs:

6. Positive possibilities in the external environment:

7. An example of a sales promotion is ...

9. Examples of effective pricing methods:

10. An example of an indirect environmental force is ...