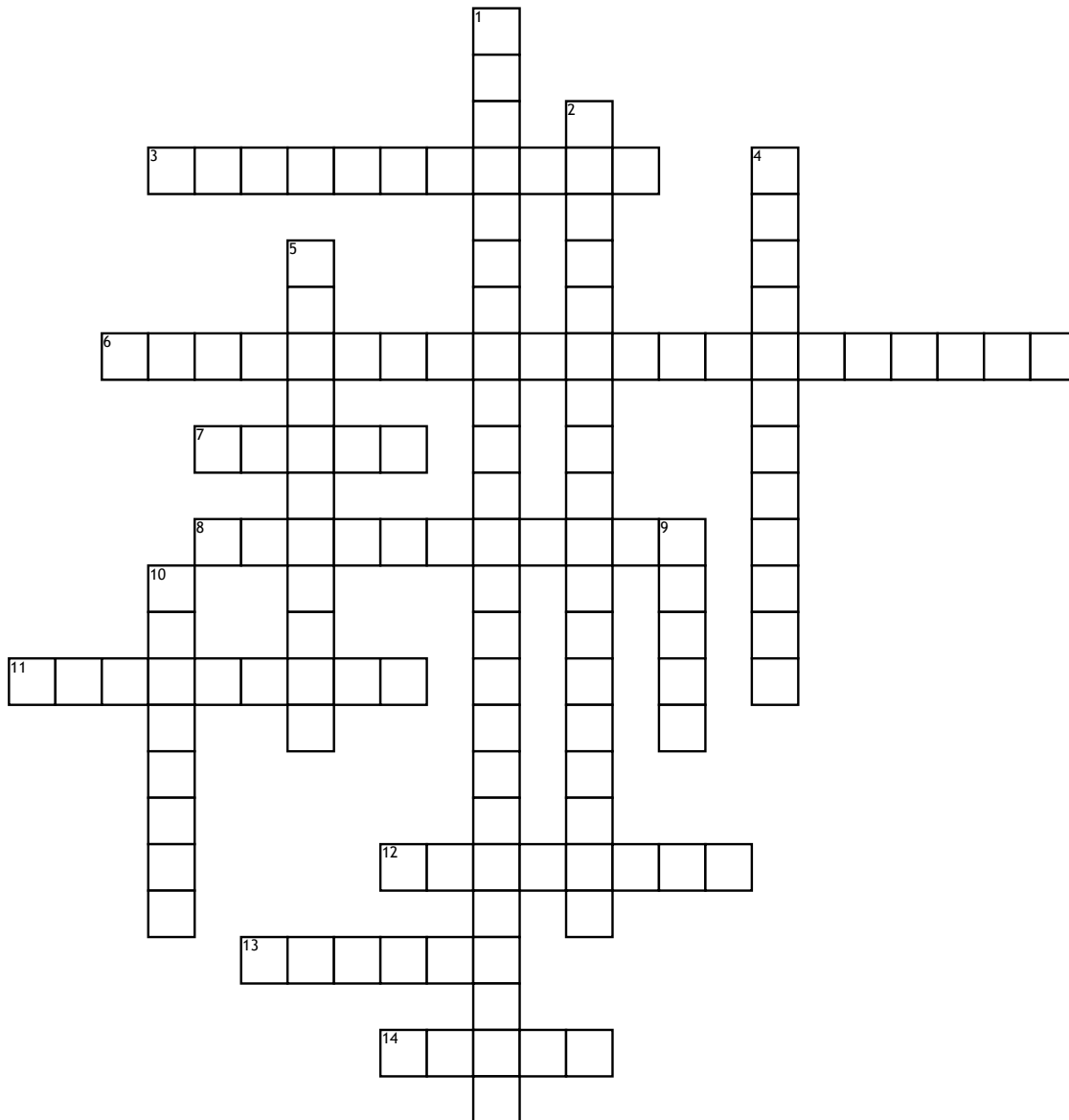


# The principles of business



## Across

**3.** Contest between businesses to win customers' business and loyalty

**6.** A business whose goal is to provide a service rather than to make a profit, such as the American Red Cross.

**7.** Items that would be nice to have, but are not necessary.

**8.** A business considered separate from the owners of the business by law. The owners are the stockholders.

**11.** A contract between a parent company and a franchisee to use the name and sell the goods or services of the parent company, such as KFC

**12.** Tasks that businesses perform or provide for customers, such as hair cuts and car washes.

**13.** Money that remains after a business has paid for the expenses of running the business

**14.** Items business sell that can be physically weighted or measured, such as iPods and CDs.

## Down

**1.** A company that does business and has business facilities in many countries, such as Coca Cola.

**2.** A business owned by only one person

**4.** A person's incentive to work to gain something for himself or herself (that is to make money)

**5.** A business owned by two or more people.

**9.** Items necessary for existence, such as clothing, food and shelter.

**10.** A person who uses good or services. Many times the consumer is also the customer (purchaser).