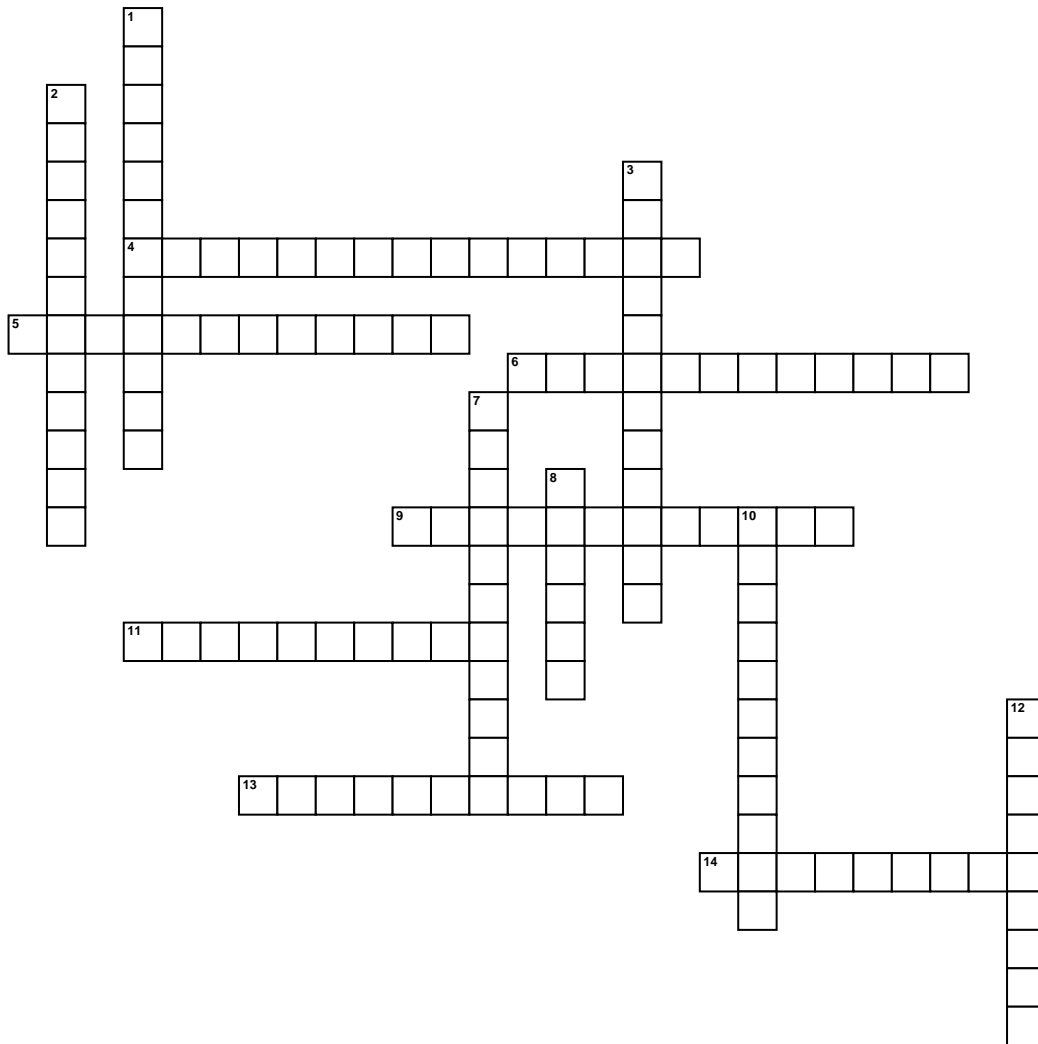


Business Studies



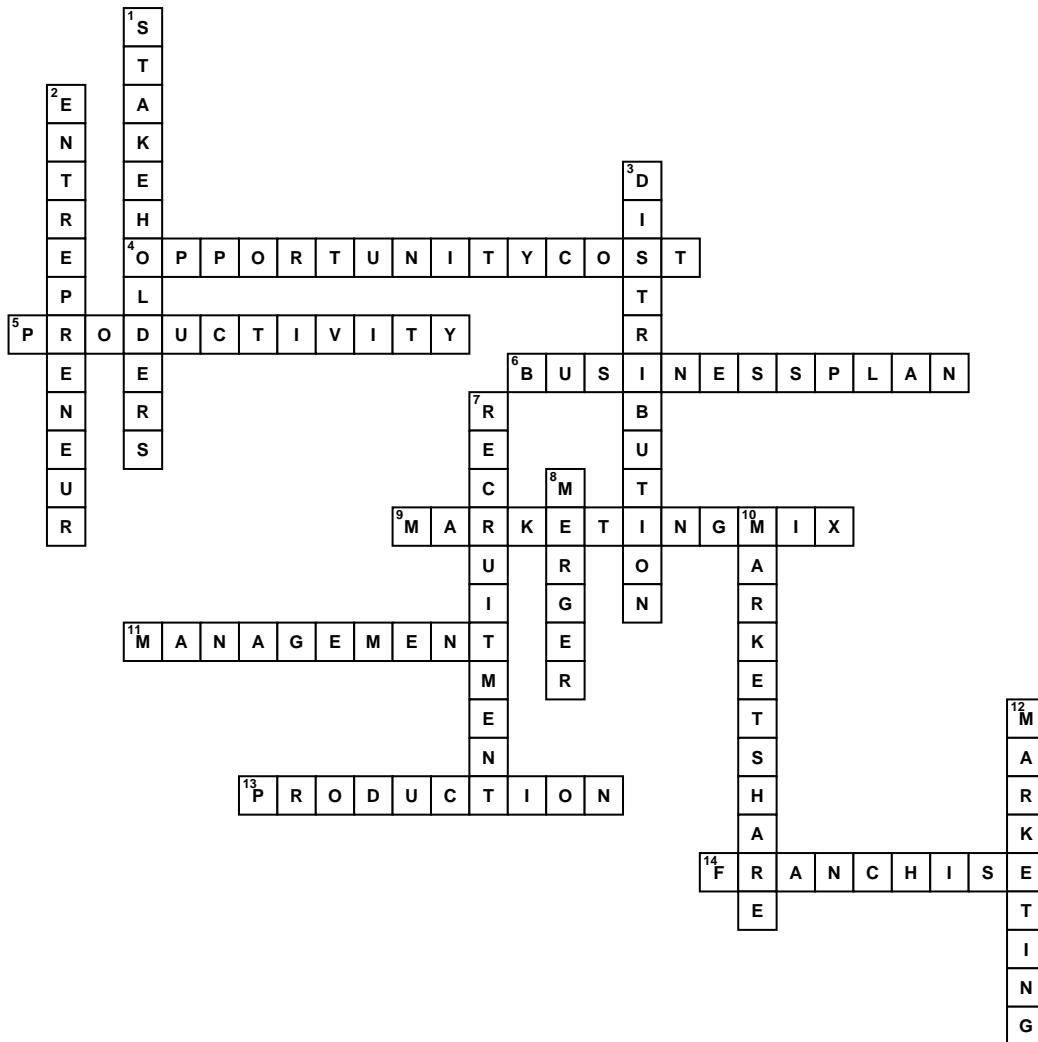
Across

- [4]** the benefit lost by not consuming or producing the next best alternative product
- [5]** measure of the efficiency of use of resources in a business by comparing the volume or value of output with the resource inputs used in production.
- [6]** a written statement about a business idea, how it will be organized, what the owners want to achieve with it and how they will do so
- [9]** the combined elements of a marketing strategy focused on the design, price, promotion and place of sale of a product
- [11]** the organization and co-ordination of people and activities in order to achieve agreed aims and objectives
- [13]** using resources to make goods and services to satisfy consumer needs and wants
- [14]** an agreement by one company with another business organization to permit the distribution of its goods or services using its trademark or brand name

Down

- [1]** people and organizations with a direct or indirect interest in business activities and performance
- [2]** person with the know-how and willingness to take the risks and decisions necessary to set up and run a business
- [3]** involves getting the right product to the right consumers at the right time
- [7]** the process of attracting job applicants, for example using job advertisements
- [8]** combining two or more firms with the agreement of the owners to form a larger enterprise.
- [10]** the proportion of total sales of a product achieved by one firm.
- [12]** the anticipation, identification, creation and satisfaction of consumer needs and wants

Solution



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