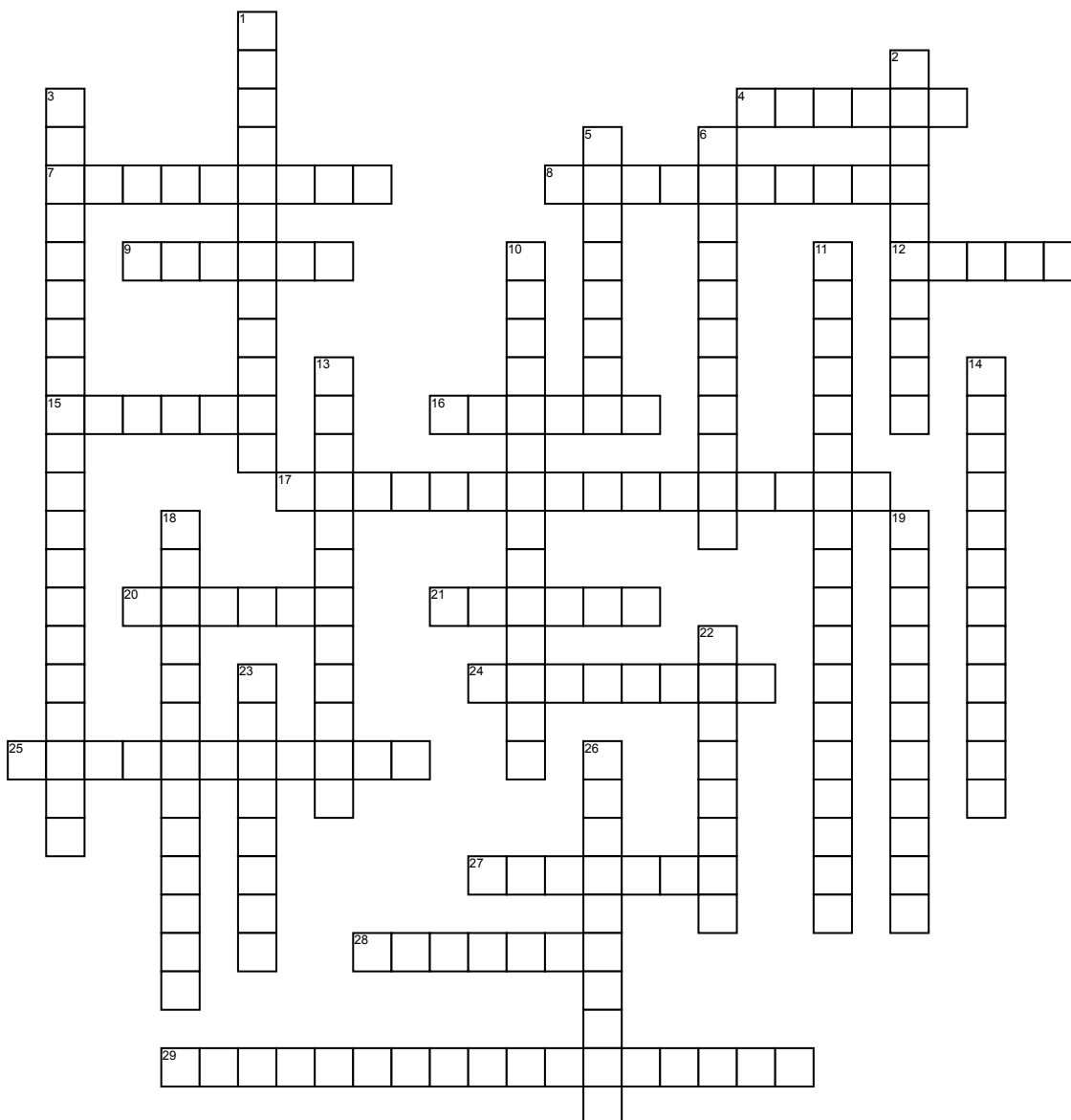


Business Awareness



Across

4. The difference between total sales and total costs

7. The point at which the total sales of a business equal total costs -i.e. the business is making neither a profit nor a loss

8. The total value or quantity of demand in a specific market over a specific period of time. Can be measured in value terms (e.g. sales) or in terms of quantities (e.g. units) bought or sold.

9. A detailed plan of income and expenses expected over a certain period of time

12. Amounts incurred by a business as a result of its trading operations

15. Any place (e.g. physical, electronic) where buyers and sellers come together with a view to exchanging transactions

16. The right to be the only user of producer of a specified product or process

17. Shareholders are only liable for the money they have invested - not for the overall debts and liabilities of their company

20. The resources (land, labour, capital, enterprise) that go into producing goods and services

21. The amount of a product or service that customers are willing and able to pay at a given time

24. The movements of cash into ("inflows") and out of ("outflows") a business

25. The share of the total market that is owned by a particular business, product or brand. Usually expressed in percentage terms. The firm with the largest percentage market share is known as the market leader.

27. The income or sales that a business achieves in a period. Calculated by multiplying selling price per unit x units sold.

28. An external contact of a business that provides support and advice, sometimes for free

29. A stated goal or target of a business (note: a business can have more than one objective!)

Down

1. The percentage growth in the size of the market, measured over a specific period

2. Costs that do not vary with the level of output – e.g. rent, salaries)

3. What does PLC standfor?

5. A fixed amount loan from a bank which is generally used to finance long-term assets

6. Defining a market in terms of social-economic factors such as segmentation age, income, class etc

10. What does LTD stand for?

11. Unlimited liability describes the potential risk that sole traders and partnerships face. They are liable for the debts of the business

13. A detailed description of a new or existing business, including the company's strategy, aims and objectives, marketing & financial plan

14. An individual who sets up and runs a new business and takes on the risks associated with the business

18. Borrowings from a bank on a current account which are payable on demand

19. A process through which a business increases the worth of the resources included in production so that customers perceive the product to be worth more than the cost of the inputs

22. The person who ultimately uses (or consumes) a product

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

26. A one-person business with unlimited liability for the debts of that business