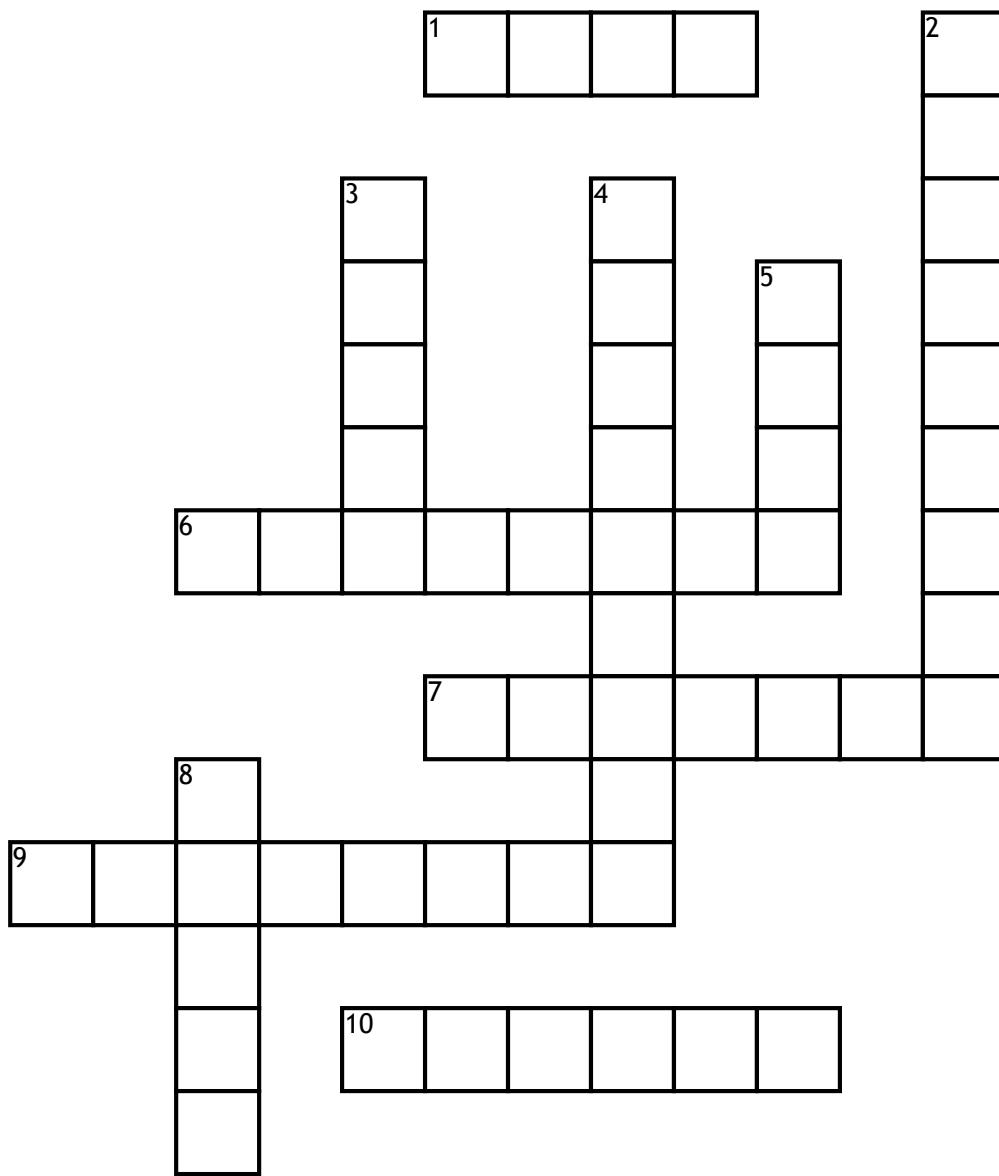


Name: _____

Date: _____

Business Do Now!



Across

1. A market which doesn't meet any specific customer needs.
6. A supplier selling food to a super market is said to be in the business to _____ market.
7. Data which is obtained by the business itself, from customers.
9. A pricing strategy where the price is set high, and then reduced when more competitors enter the market.
10. A type of situational analysis.

Down

2. Data, which already exists and was published by another organisation.
3. A business model which focuses on selling goods which have already been produced.
4. A business model which focuses on relating and responding to customer needs.
5. A pricing strategy where the business take a percentage of the cost and add it to the original cost to set a price. Cost _____ Pricing.
8. A market which specialises in meeting specific customer needs. _____ market.