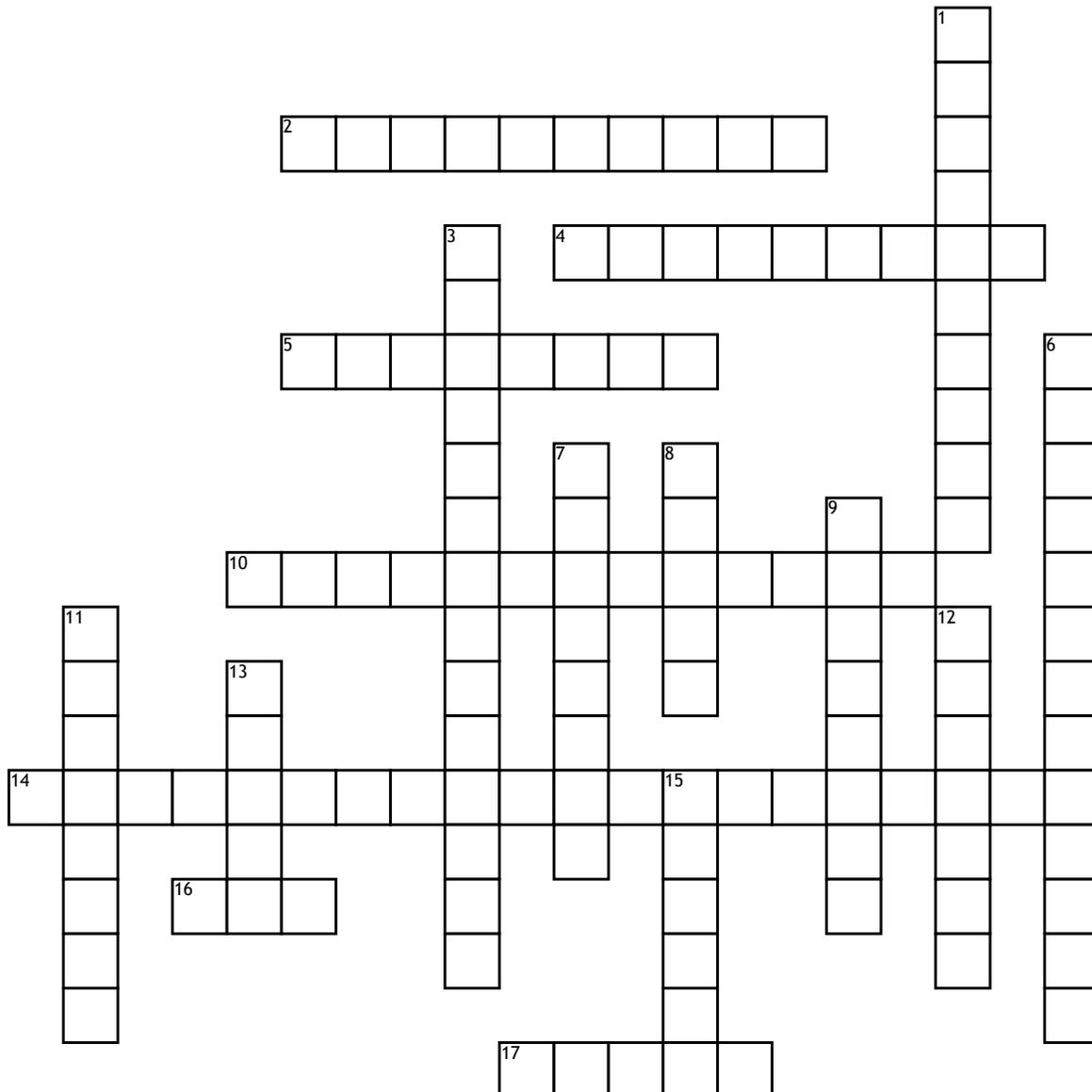


# Business Vocabulary



## Across

2. Making decisions where unknown factors are present  
 4. Things or people that can be used to build and run the business  
 5. Giving a product or service personality with name and logo  
 10. Business people who see opportunities and are willing to take risks  
 14. A feature of a business that helps it to succeed against rivals  
 16. An original feature of a product that rivals are not offering

17. Products that are tangible, like fruits or phone devices

## Down

1. The difference between the selling price and the cost of materials  
 3. Risk Capital provided by an investor in exchange for a share in the business and future profits  
 6. The balance between the worst that can happen and the best that can happen  
 7. Products that are intangible  
 8. What people choose to spend their money on once needs are covered

9. Ideas that have not been done before

11. A product or service with sales that have declined or come to an end  
 12. The idea that business is ever changing due to external factors  
 13. The products or services people need to make life comfortable  
 15. The number of units that customers want and can afford to buy