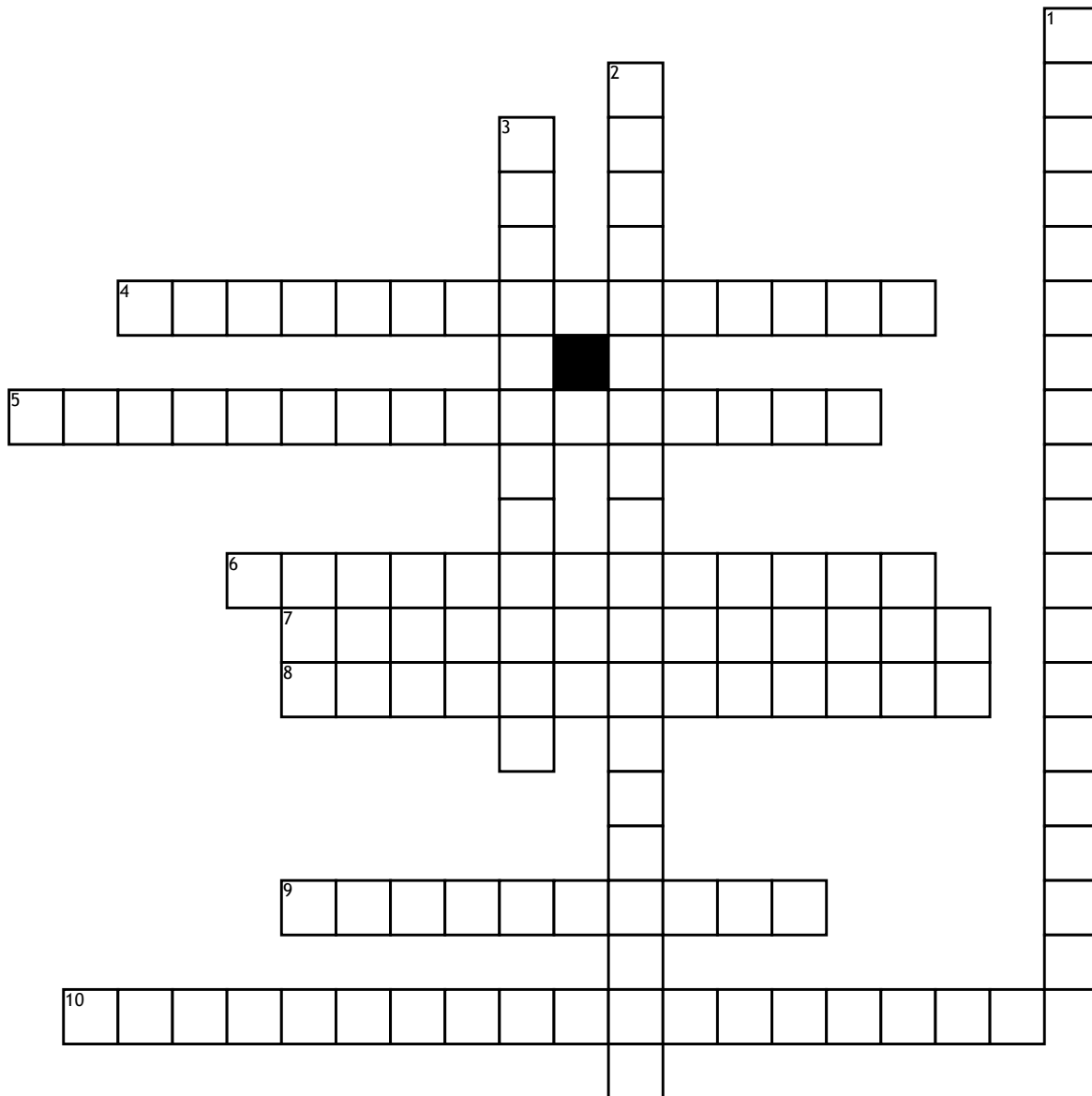


Ch. 6 Key Terms



Across

4. specific geographic areas to which governments try to attract private business investment by offering lower taxes and other government support
5. accepting the risk of starting and running a business
6. entrepreneurs willing to accept the risk of starting and managing the type of business that remains small
7. a business that is independently owned and operated, is not dominant in its field of operation and meets certain standards of size in terms of employees or annual receipts
8. creative people who work as entrepreneurs within corporations

9. centers that offer new businesses low-cost offices with basic business services

10. an internet-based marketing strategy in which a business rewards individuals

Down

1. individuals or companies that invest in new businesses in exchange for partial ownership of those businesses
2. a group of experienced people who join together to form a managerial team with the skills needed to market a new product
3. a detailed written statement that describes the nature of the business, the target market, the advantages the business will have in relation to competition and the resources and qualifications of the owner