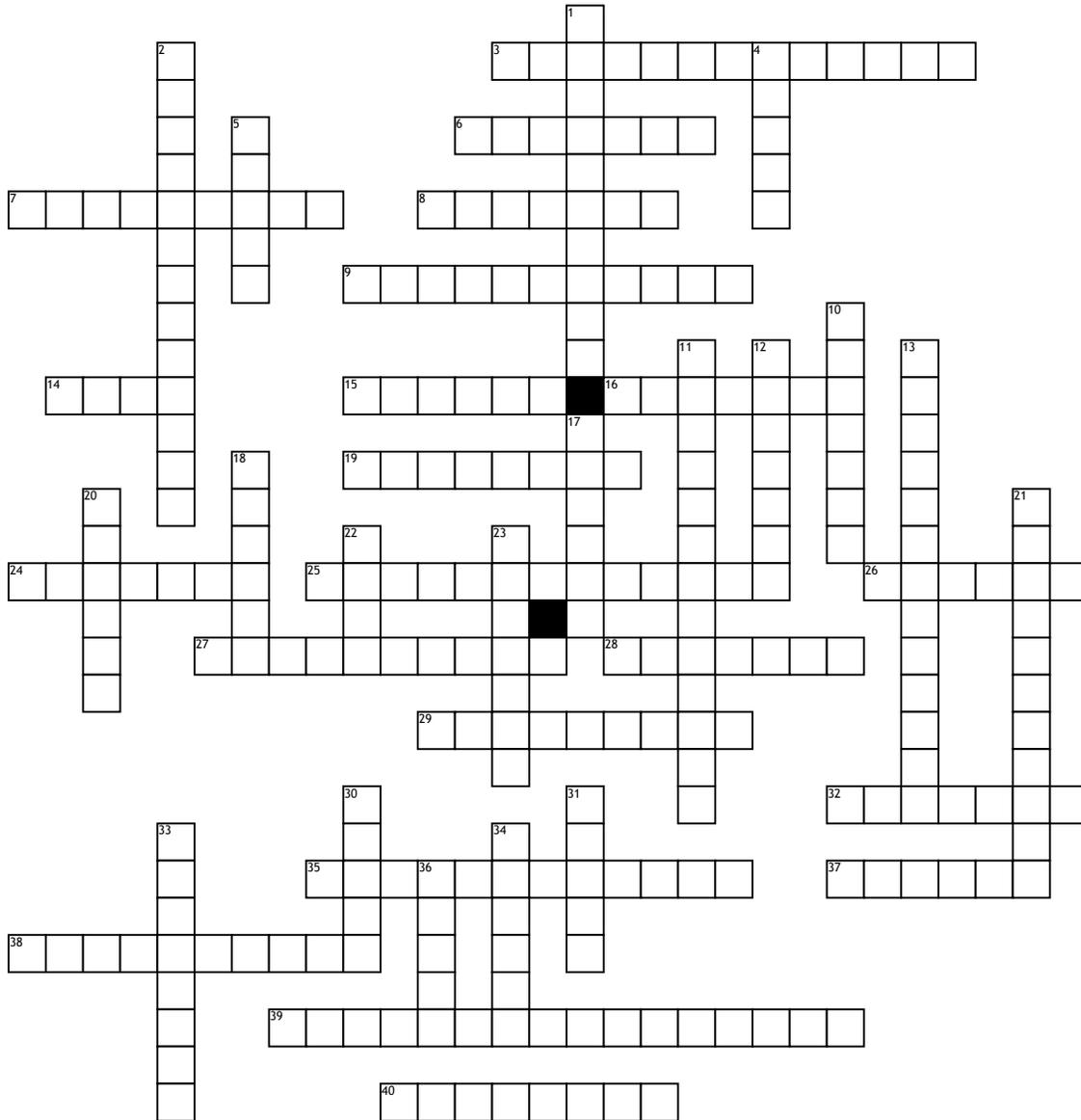


Cross-word Entrepreneurship



Across

3. rearrangement of resources, processes, activities and offerings that can help enhance the profit goal of the company
6. about building capabilities, knowing the nuts and bolts of the business well, and eliminating gaps in the know-how
7. ability to use personal and interpersonal styles to gain buy-in from constituents
8. is the brand positioning that will be communicated to persuade the target customers to buy
9. to effectively inform, persuade and remind the target customers
14. persistency to attain long-term goals despite adversity
15. superior products or services
16. to experience how the brand delivers value
19. guides on matters related to personal growth
24. to satisfy the personal wants and needs
25. people or groups who will help, both directly and indirectly to enhance the value proposition
26. good relationship with customers, including localization
27. forming a mental image or new idea about the future
28. the distribution system where products or services will be able to made available to the customers
29. guides on matters related to the future vision of the entrepreneur
32. to get customers to buy

35. adjusting to external changes while initiating internal changes to attain objectives

37. how people around us can influence buyer behavior
38. guides on matters related to support functional areas on which the entrepreneur may need some advice
39. is an owner of a business who invests his/her resources/ to bring an ideal to life, setting direction that transforms that idea into reality
40. reputation from favorable and aspirational perception

Down

1. it is being proactive in taking prompt action to attain objectives
2. engaging constituents to make them understand and accept your message
4. exclusivity, or being the only choice in the area
5. cash or component that creates the cycle of wealth
10. about purpose or the reason why business exist beyond making profit
11. developing relationships with the right partners to attain objectives
12. are about systems and processes that allow the entrepreneur information and control
13. how self-concept can influence buyer behavior
17. set of buyers that an entrepreneur focuses attention on
18. speed or capability to move quickly
20. to show a living presentation of the brand promise

21. guides on matters related to present operations, especially key factors for success that the firm should do exceptionally well

22. the monetary consequences of the means to carry out the value proposition

23. are the experienced advisers who can add value to the entrepreneur

30. is the business model or the big picture plan to generate sales revenues, profit, cash flow, and how to scale up

31. to make product affordable to target consumers

33. how a learned world view can influence buyer behavior

34. flexible service or total solution provider

36. to make product available consistent with consumers' purchasing pattern