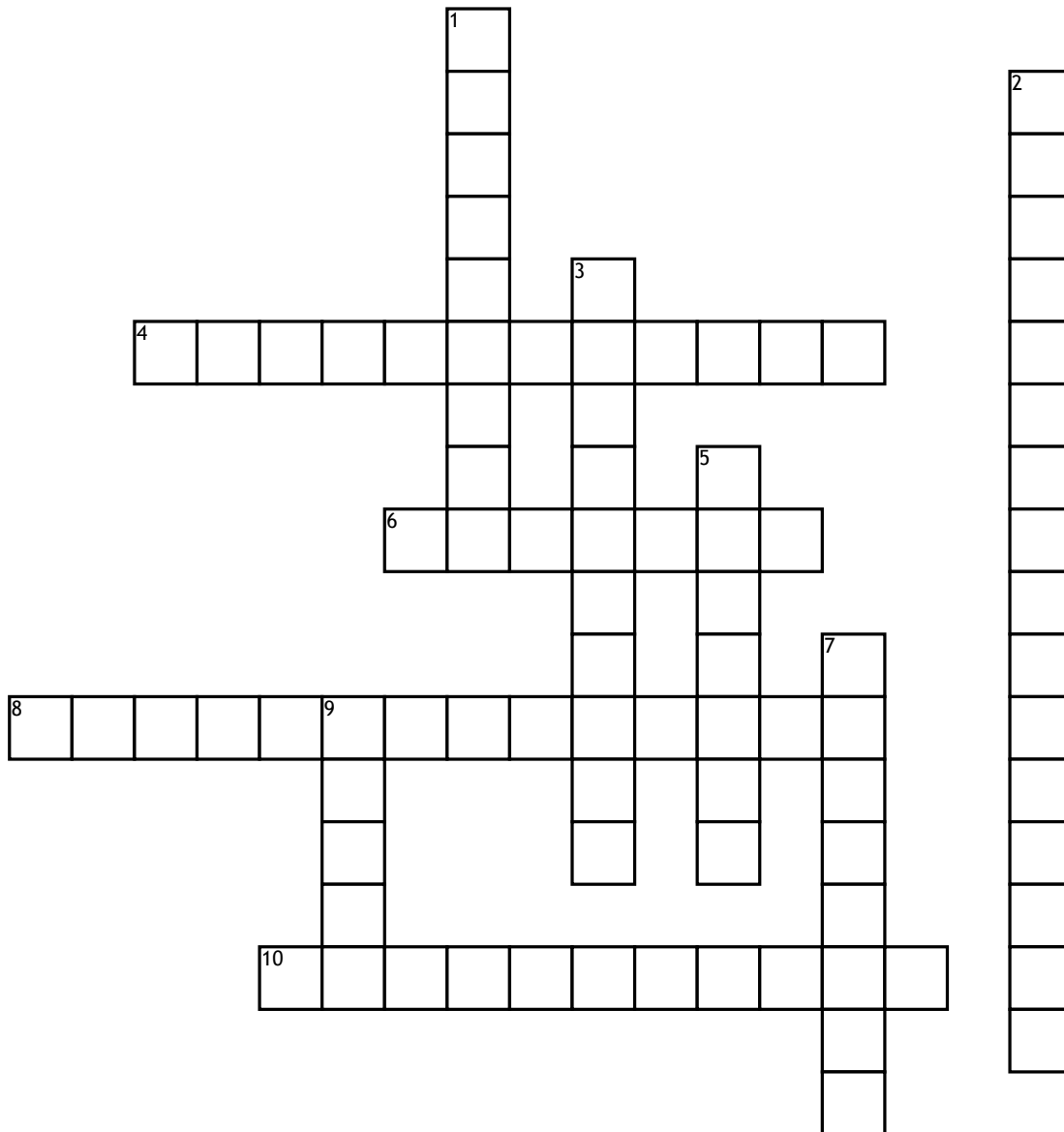


# Crossword Puzzle - Business plan



## Across

4. One most likely to buy a business
6. Something that promotes or enhances the value of a product or a service for the customer
8. Movement of materials or goods from one place to another
10. It allows the entrepreneur to decide whether a new business concept has potential

## Down

1. A working model used by entrepreneurs to determine what it takes to develop their products or services

2. A brief recounting of the key points contained in a business plan

3. A product or service flow from the producer to the customer

5. A declaration of the specific aspiration of a company the major goal for which it will strive

7. A collection of business with a common line or product or service

9. marketing mix element