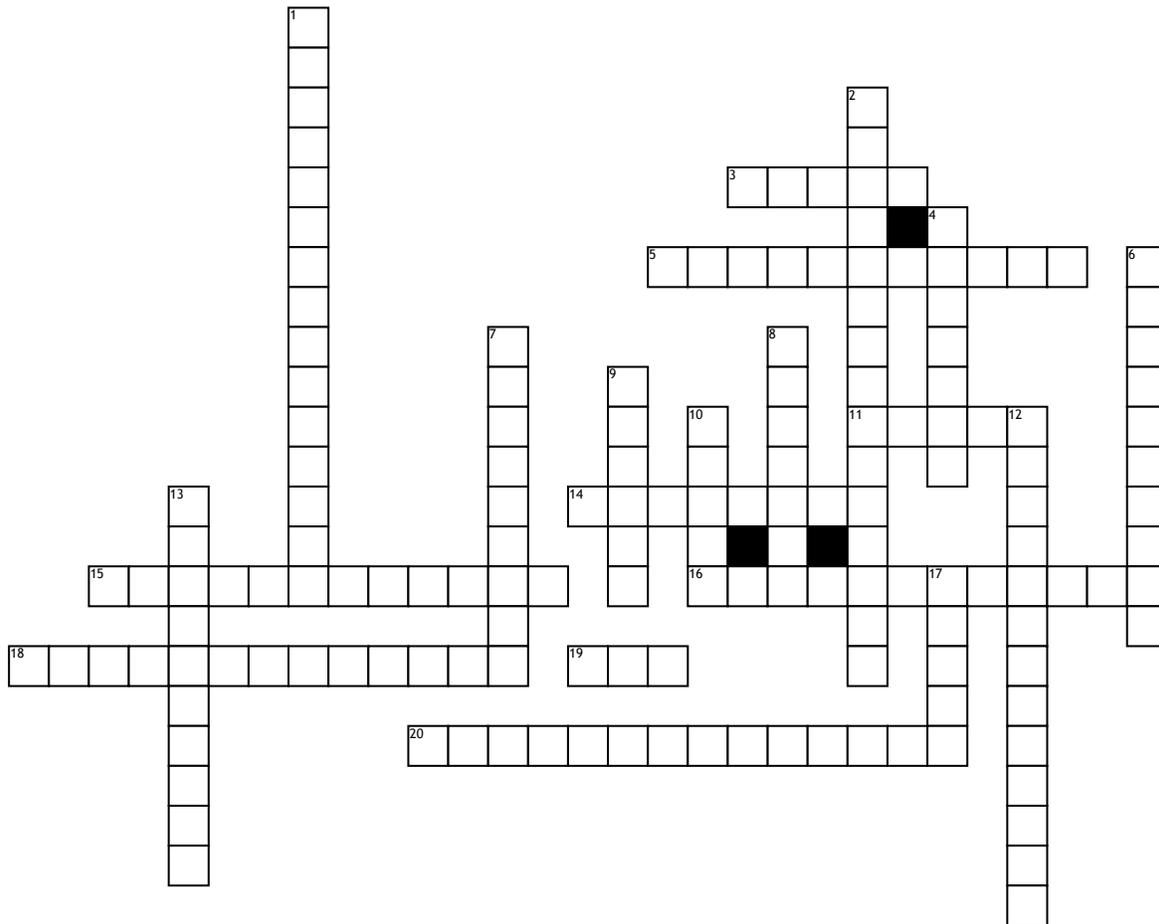


ENTREPRENEURSHIP



Across

3. includes Company activities that make the Product available to Target consumers

5. refers to the specific target market segment of a particular enterprise

11. represent all the investments in the enterprise including the initial investments

14. is a natural ability to do a particular type of work or activity well

15. The combination of marketing components that will maximize customer satisfaction and ensure PROFITS

16. Someone who creates and runs a business

18. are designed to capture market share and defeat competitors

19. Is an interview by a facilitator of a small group of people that normally lasts for an hour to three

20. Most preferred instrument for in-depth quantitative research

Down

1. refer to the financial statement that measures an enterprise's performance in terms of revenue and expenses over a period of time

2. refer to the financial statement that measures an enterprise's performance in terms of revenue and expenses over a period of time

4. the execution of service or making of products

6. is the state or condition of the environment which affects the mind and mood of the customers, either positive or negative

7. is the way a company communicates what it does and what it can offer customers

8. the tangible good or intangible service that the enterprise offers to the customers

9. represent and define the service of the company

10. is the amount the consumer must exchange to receive the offering

12. Classifies people according to their level of expertise in using a product or a service

13. Is the way a person chooses to receive or interpret information from the external world

17. refers to the opportunity to have good chances of expanding through branches