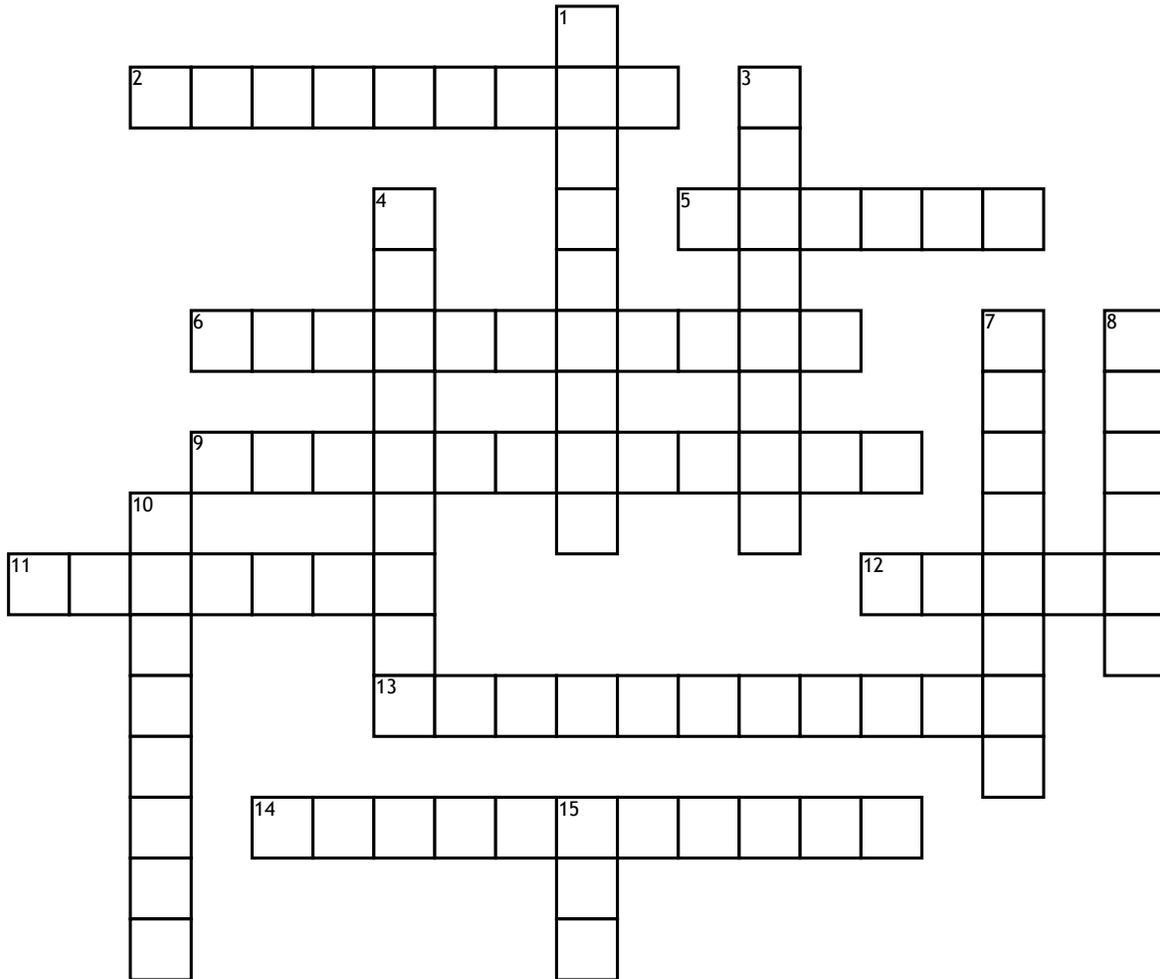


Internal and External Factors



Across

- 2. This is how a rise in the cost of living is measured
- 5. People living longer is an exaple of which type of external factor?
- 6. All businesses face what?
- 9. This term is used to describe data relating to the population and people within it
- 11. Which Internal factor impacts a business's ability to buy new machinery or hire new staff?
- 12. How many internal factors are there?

- 13. A business can use WHAT to establish a close link to its customers and to spread the word about its products. (2 words)
- 14. Anticipating changes in technology and capitalising on those changes can become what type of advantage

Down

- 1. Banning of advertising of tobacco on TV is an exaple of which type of external factor?
- 3. Which external factor are these examples of? Economic growth, Interest rates, Unemployment

- 4. Human Resources covers Managers and ?
- 7. Which factors happen in the business environment that can have a positive or negative impact on businesses
- 8. Acronym used for External Factors which impact a business
- 10. Which factors can a buisness influence?
- 15. How many separate areas are there within Environmental Factors?