

Name: _____

Date: _____

Spotting a Business Opportunity - Key Terms

P G V N T S H A Q Q Y B E M V X P
Q G P B U E V I T A T I L A U Q G
G L C R F Q R E S P O N D E N T S
R J V Y O X J L S T I D M A A T I
P E Q R C Q Z A Z K B T Y R M Q E
Y C N A U U R E M U S N O C D M F
U Y A D S A C L K X E K A V K H U
G L L N G N T V Z R E I L P P U S
C A W O R T B X O X B Y U S S O I
D G U C O I R P R I M A R Y C U Y
H J H E U T O Z S Z X R P Q U F B
X V P S P A W C F K A X Q Y S Y S
R S C Z C T R Y Q W E N M B T J L
Q U E S T I O N N A I R E X O G R
J O U Q N V G G X Y R T P S M U R
B F C Y W E W A W F L V N V E D B
Z P H U C K K I J D Y J G O R W H

Questionnaire
Focus group
Consumer
Primary

Quantitative
Respondents
Customer
Survey

Qualitative
Secondary
Supplier