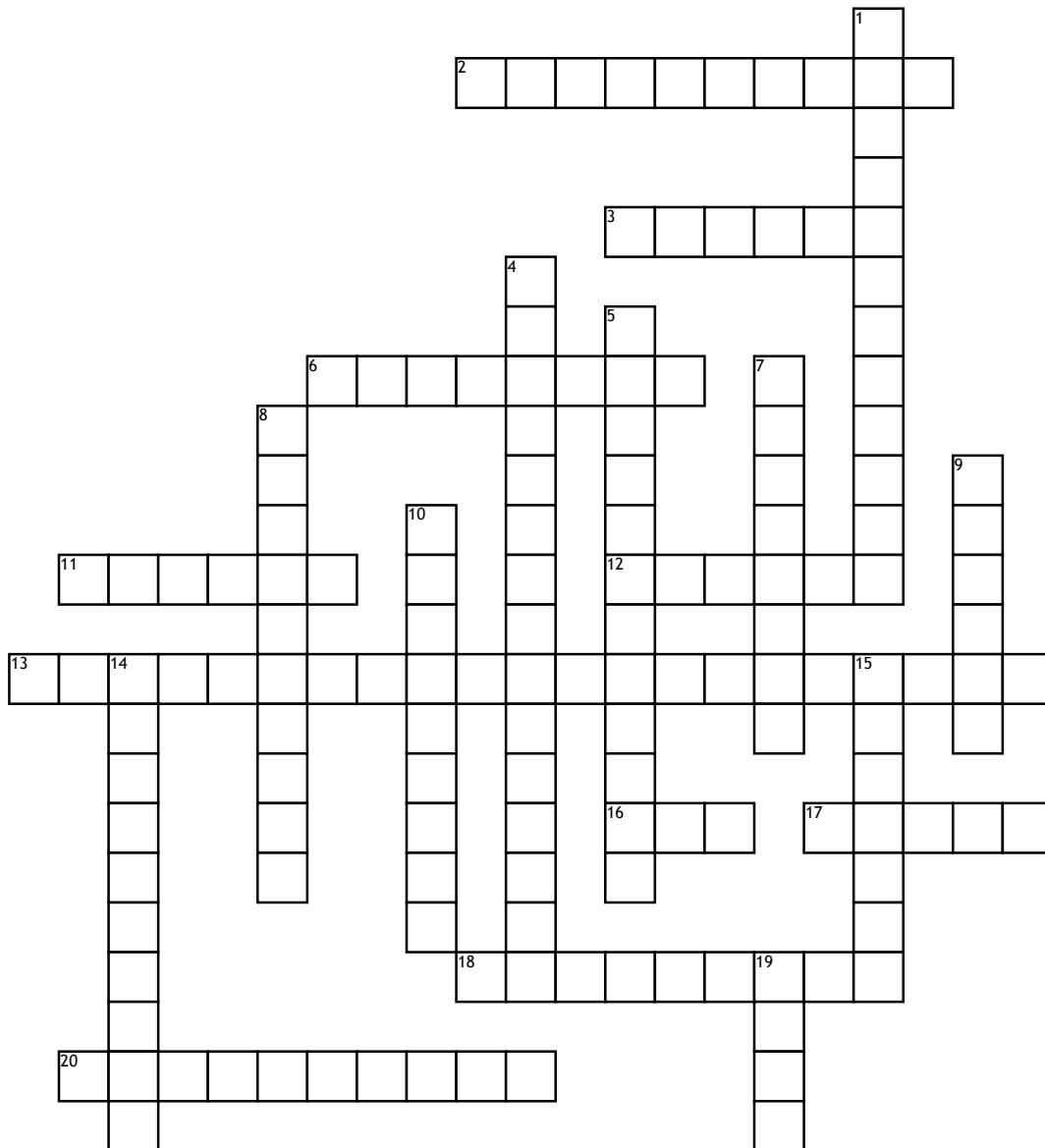


Name: _____

Date: _____

Starting A New Business



Across

2. Main source of funds for a sole trader.

3. This stands for external impacts on a business.

6. Initially pricing your good or service high.

11. Main source of funds for an Ltd.

12. This is sales revenue less costs.

13. A business where you sell shares to family & friends.

16. What differentiates you from your rivals.

17. Aims and objectives should be this.

18. Research that has already been collected by someone else.

20. One person business.

Down

1. Your intended customer group.

4. What you offer over your rivals.

5. Name for someone who sets up their own business.

7. Statement of money in and out of the business.

8. These state how a business intends to achieve its aims.

9. Legal protection for your own business idea.

10. Inventor of Reggae Sauce.

14. Coming up with new ideas.

15. Research gathered for the first time.

19. These state where you want your business to go.