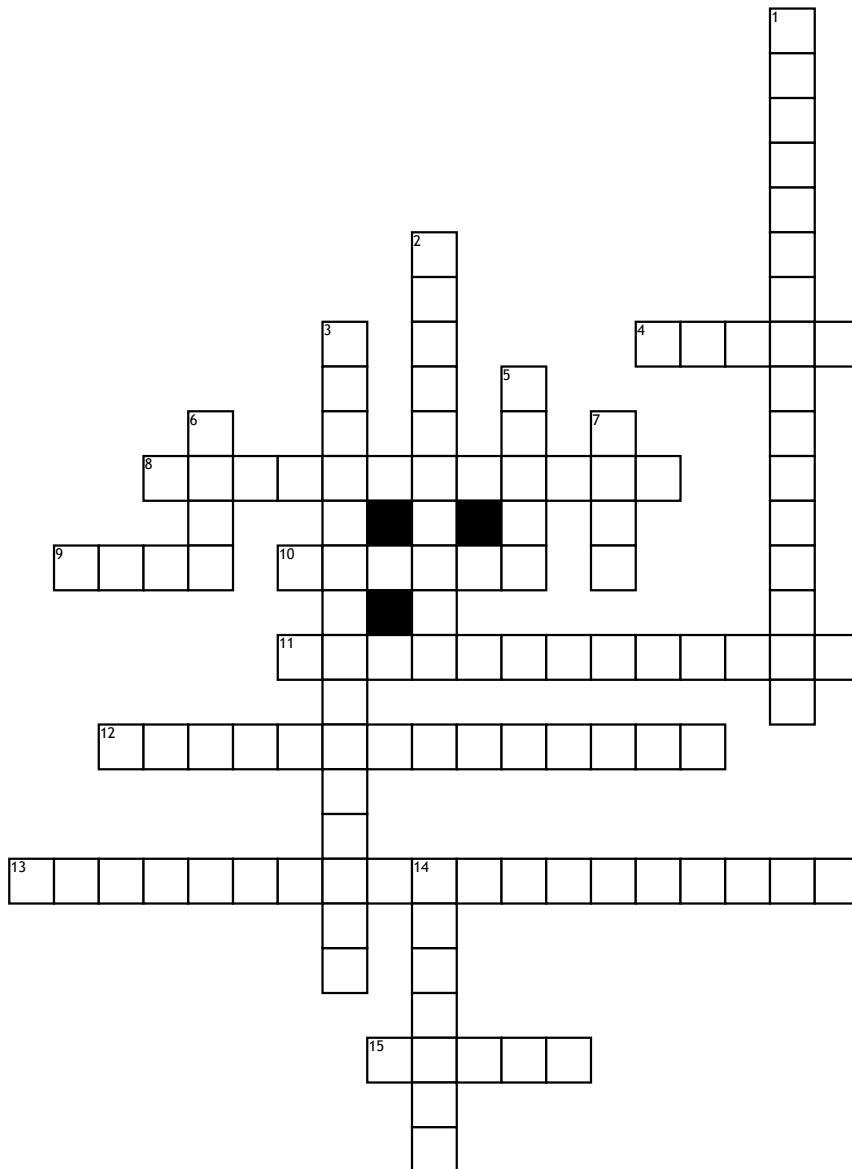


Name: _____

Date: _____

unit 1



Across

4. To pursue a...

8. Associations, charities, co-operatives or voluntary organisations set up to further non-monetary ideals such as cultural, educational, religious and public service

9. Where expenditure is greater than income.

10. The moral principles that guide how a business operates.

11. The rate charged for borrowing money over a period of time, or the reward for saving money.

12. An opportunity for a new business (or expansion) which may meet a need that is not being met, or a group of potential customers who are not yet purchasing a particular good/service.

13. The elements that combine in the production process.

15. The human wants that are essential to survival; clothing, food, shelter, warmth or

Down

1. A business' goals that relate to fair treatment of the people concerned: customers, investors, suppliers or workers.

2. The ability to identify business ideas and opportunities to bring them to fruition and to take risks where appropriate.

3. The cost of making one choice concerning the use of limited resources at the expense of an alternative choice.

5. Items that are produced from raw materials for sale to businesses or consumers.

6. To be your own...

7. The possibility that the return on investment will be lower than expected.

14. A business that extracts the earth's natural resources..