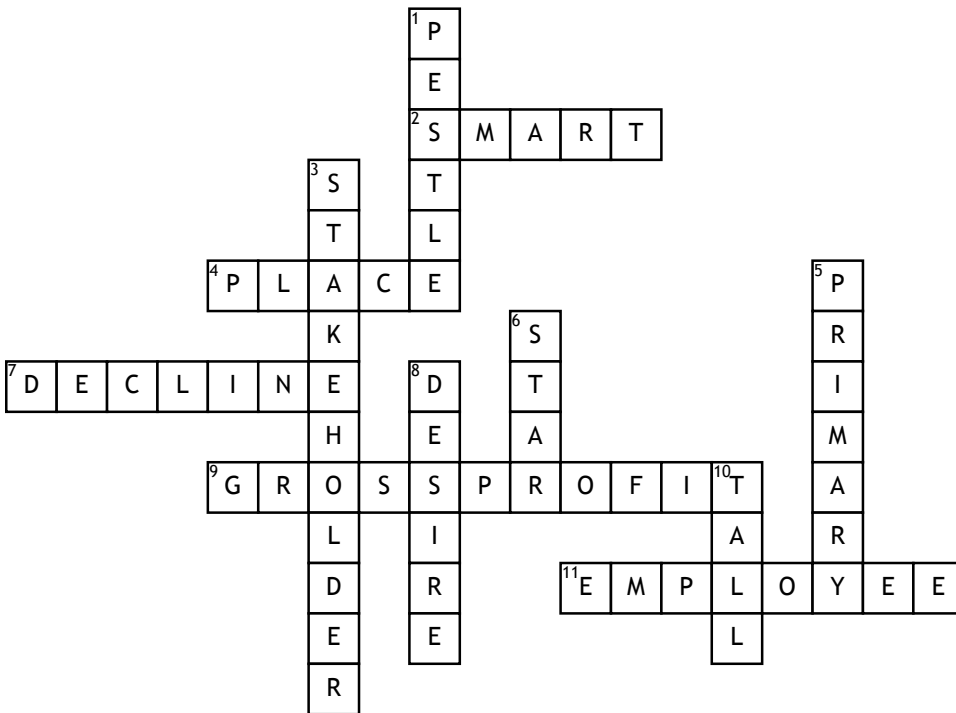


# Business Studies



## Across

2. How all business objectives should be written

4. One element of the marketing mix concerned with where the goods are sold

7. A latter stage in product lifecycle

9. Revenue from sales - cost of sales

11. An example of an internal stakeholder

## Down

1. The name of the model used to consider external factors

3. Any individual or organisation that has any interest in a business

5. The type of market research carried out by questionnaires to potential customers

6. One of the Boston Matrix quadrants relating to product that brings in a lot of revenue but requires a lot of promotion

8. The 'D' of AIDA

10. An organisation structure with lots of levels of management and rules