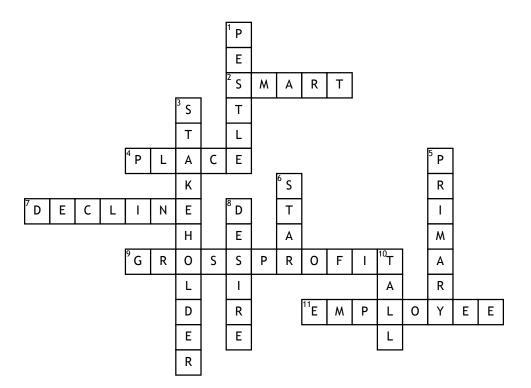
Name: _____ Date: _____

Business Studies





Across

- **2.** How all business objectives should be written
- 4. One element of the marketing carried out by quest mix concered with where the goods potential customers are sold6. One of the Boston
- **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 managment and rules