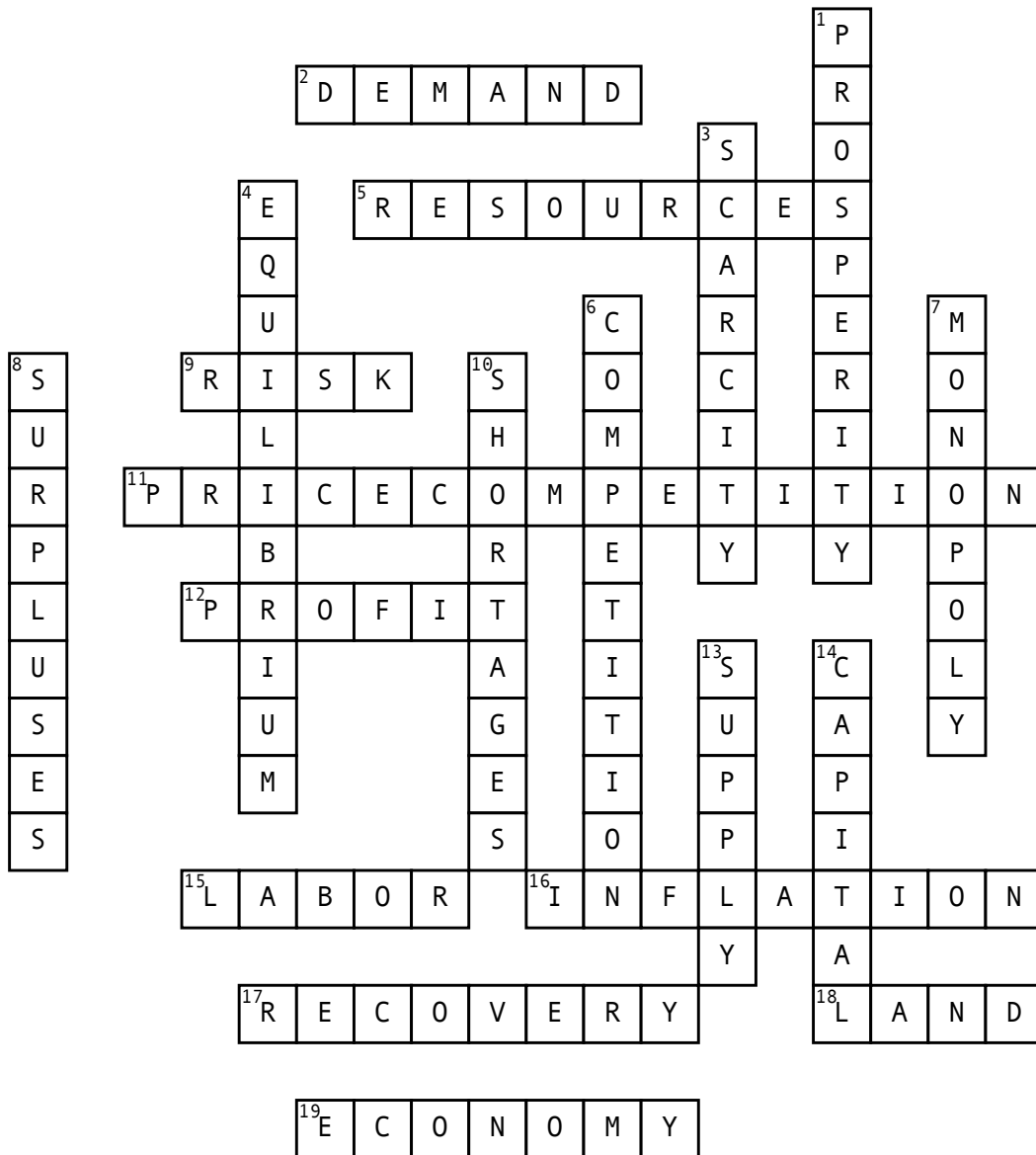


Sports Marketing



Across

2. consumer willingness and ability to buy products
5. All the things used in producing goods and services
9. The potential for loss or failure in relation for improved earnings
11. consumers will buy the products that are the lowest in price
12. money earned from business after all costs and expenses have been paid
15. All the people who work in the economy
16. rising prices

17. Increase in overall economy activity

18. everything on the Earth that is in its natural state, or the earth's natural state, or Earth's natural resources

19. The way a nation makes economic choices

Down

1. The time when the economy is flourishing
3. The difference between wants and needs and available resources
4. when the amount of a product being supplied is equal to the amount being demanded

6. The struggle between companies for customers

7. exclusive control over a product or the means of producing it

8. when supply exceeds demand

10. when demand exceeds supply

13. The amount of goods producers are willing to make and sell

14. Money needed to start and operate a business