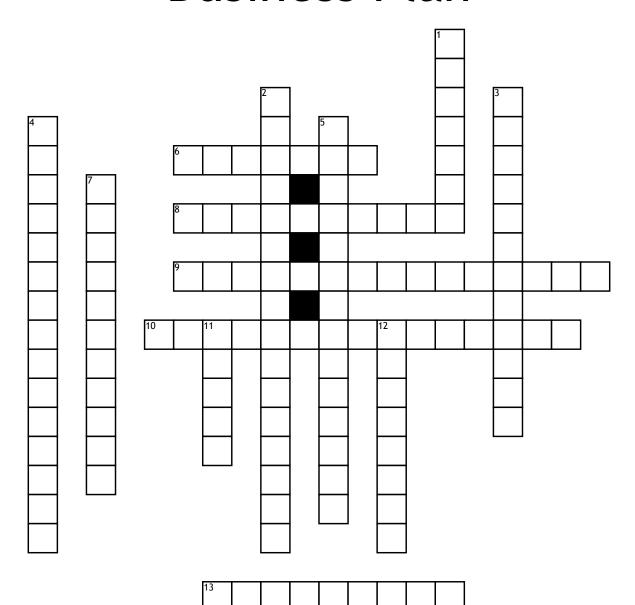
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Business Plan



Across

- **6.** Something that promotes or enhances the value of a product or a service for the customer
- **8.** A product or service flow from the producer to the customer
- 9. A declaration of the scope and purpose of a company10. A tool for organizing information about a business' venture
- **13.** A working model used by entrepreneurs to determine what it takes to develop their products or services

Down

- 1. A declaration of the specific aspiration of a company the major goal for which it will strive
- **2.** A brief recounting of the key points contained in a business plan
- **3.** One most likely to buy a business

- **4.** A business that has stopped operating with a loss to creditors
- **5.** A business that is operating under a new name or the owner has purposely discontinued in order to start a new business so it disappears from the tax rolls
- 7. It allows the entrepreneur to decide whether a new business concept has potential
- 11. Plan to make money with their business concept
- **12.** A collection of business with a common line or product or service