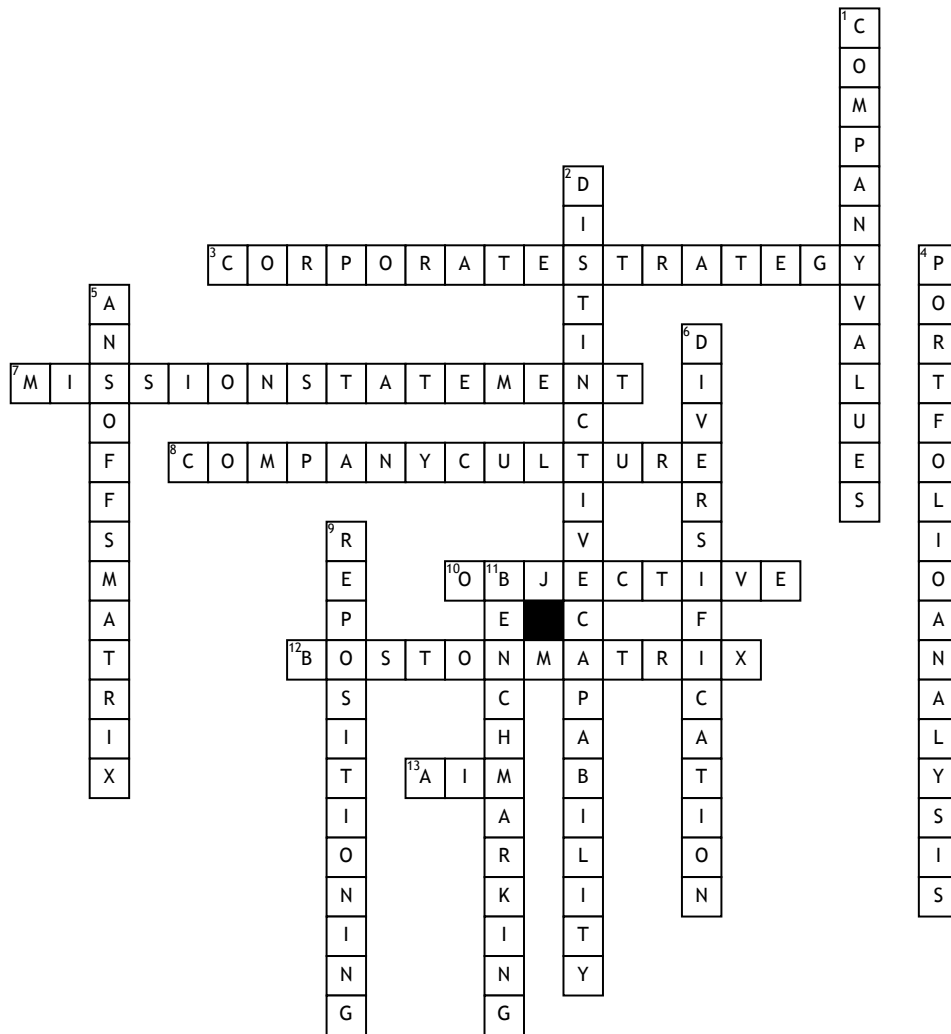


Year 13 Business Key terms



Across

3. The overall direction a business is taking in order to achieve its goals.
7. A written description of what a business aims to do and their reason for being.
8. A business' attitudes and beliefs which flow into their day to day operations.
10. Short term, measurable targets to achieve the main goal.
12. A method of analysing a business' portfolio of products based on the rate at which they earn money.

13. The long term or overall goal a business has.

Down

1. The principles that guide a business' conduct.
2. An ability that one firm possesses that all other firms struggle to mimic.
4. A method of organising a firm's products according to their competitive position and business growth rate.
5. A marketing planning model that helps a firm determine its product and market growth strategy.

6. A growth strategy which involves entering new markets by creating new products dedicated to those demographics.

9. Changing a brand's status in the market by altering the marketing mix.
11. Measuring the performance of a firm against those of another business.

Word Bank

Mission statement	Boston matrix	Benchmarking	Portfolio analysis
Repositioning	Ansoff's matrix	Objective	Company values
Corporate strategy	Diversification	Aim	Company culture
Distinctive capability			