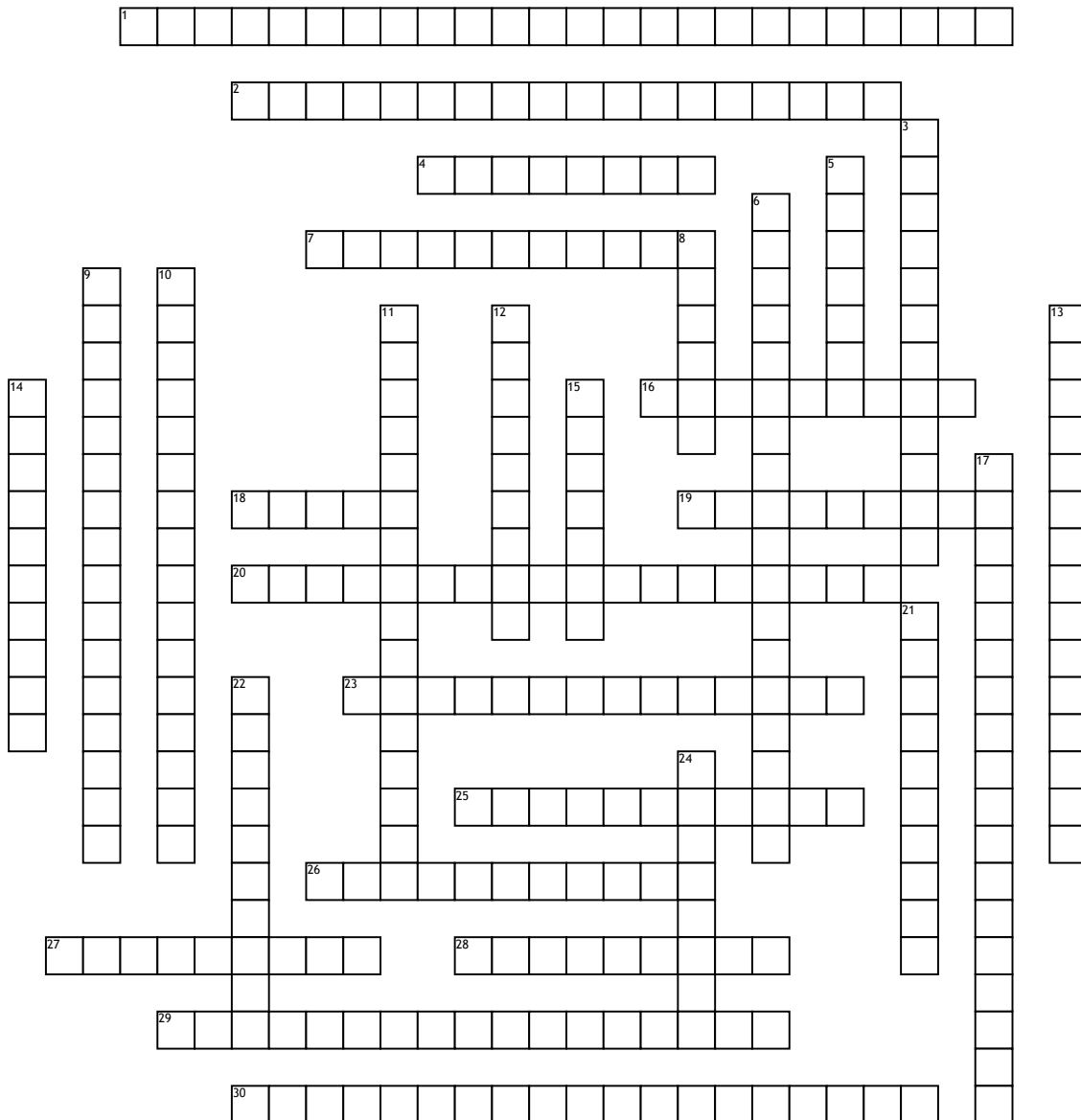


Name: _____ Date: _____ Period: _____

POB UNIT 7



Across

1. Feeling of responsibility that an employee has towards the mission of the organization.
2. Business owned and run by one individual with no distinction between the business and the owner. The owner is entitled to all profits and they are responsible for all of the business's debts, losses and liabilities
4. Allocates employees to tasks based on their experience to manage work flow.
7. A single business where two or more people share ownership.
16. Taking command and delegating instructions
18. The amount of money a customer is willing to pay for a product and the seller is willing to sell the product for.
19. An authorization granted by a government or company to an individual or group enabling them to carry out specified commercial activities
20. Methods of transporting and storing goods, and then making them available for the customer.
23. Identification of a specific market and measurement of its size and other characteristics.

25. Formal measurement and analysis of actions at established check points.

26. An independent legal entity owned by shareholders.
27. Communicating with customers, information that will assist them in making a decision to purchase a product or service.
28. Being responsible, by law, for something.
29. Spend most of their time doing staffing, directing and controlling activities.
30. An approach to sales and customer-relations in which staff focus on helping customers to meet their long-term needs and wants.

Down

3. Controllable elements of a product's marketing plan commonly termed as 4Ps: product, price, place, and promotion.
5. Anything, good or service, offered the company.
6. allow partners to have limited liability as well as limited input with management decisions.
8. Offers shares for sale to the general public.

9. Identification of the preferences, motivations, and buying behavior of the targeted customer.

10. Conduct tactile planning
11. Responsible for the entire organization; conduct strategic planning.
12. Operates to accomplish a specific mission, not to make profit.
13. Identification of a need or want and the characteristic of the good or service that will satisfy it.
14. The process of dealing with or controlling things or people.
15. Does not offer shares for sale to the general public.
17. Profits, liability and management duties are divided equally among partners.
21. Determining tasks, establish structure, allocation of resources, and development of procedures.
22. Has 100 or fewer shareholders and must adhere to governmental policies. Taxed as a partnership
24. The process of selecting and developing the best course of action to accomplish an objective.