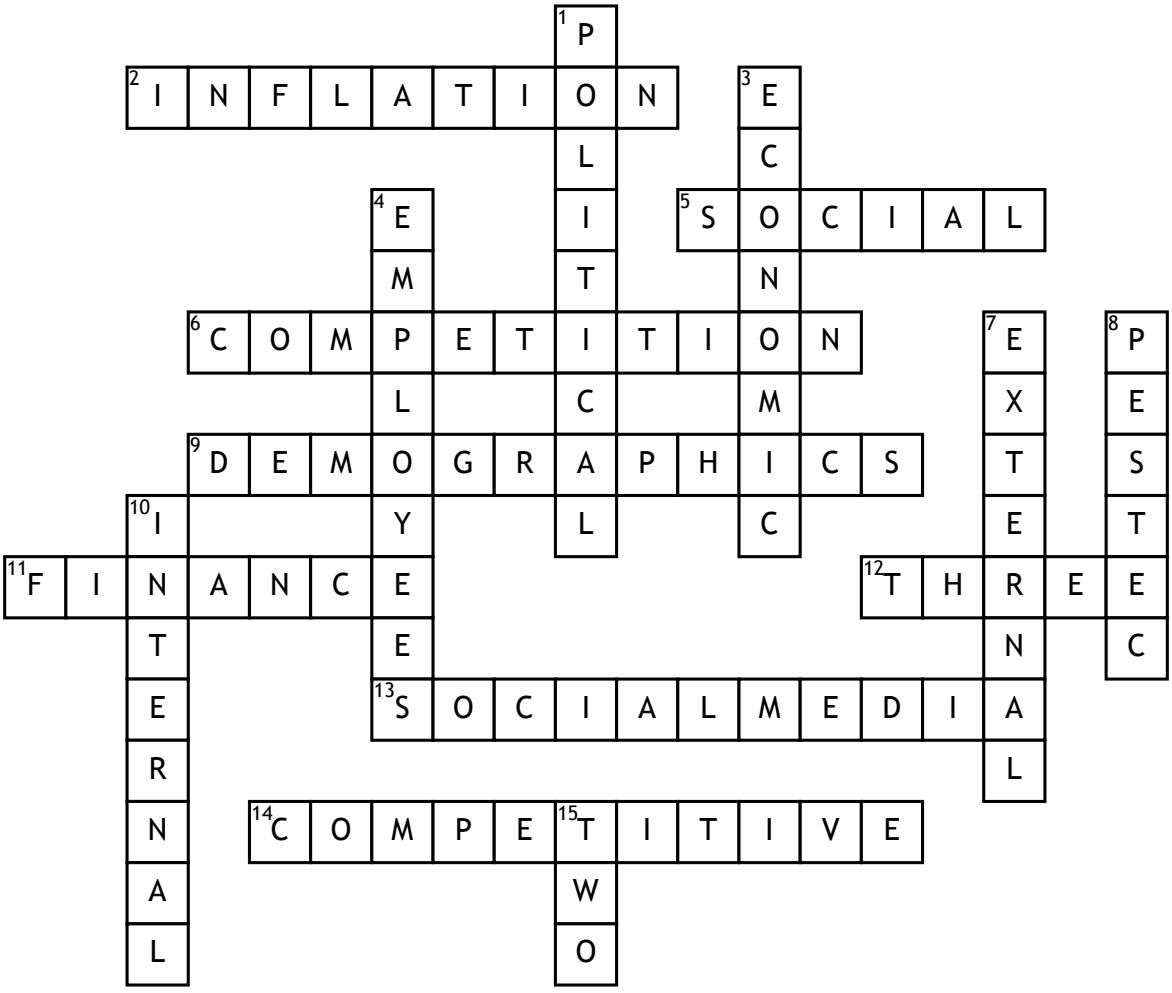
Name: _____ Date: _____

Internal and External Factors



Across

2. This is how a rise in the cost of living is measured

5. People living longer is an exaple of which type of external factor?

6. All businesses face what?

9. This term is used to describe data relating to the population and people within it

11. Which Internal factor impacts a business's ability to buy new machinery or hire new staff?

12. How many internal factors are there?

13. A business can use WHAT to establish a close link to its customers and to spread the word about its products. (2 words)

14. Anticipating changes in technology and capitalising on those changes can become what type of advantage

Down

1. Banning of advertising of tobacco on TV is an examle of which type of external factor?

3. Which external factor are these examples of? Economic growth, Interest rates, Unemployment

4. Human Resources covers Managers and ?

7. Which factors happen in the business environment that can have a positive or negative impact on businesses

8. Acronym used for External Factors which impact a business

10. Which factors can a buisness influence?

15. How many separate areas are there within Environmental Factors?