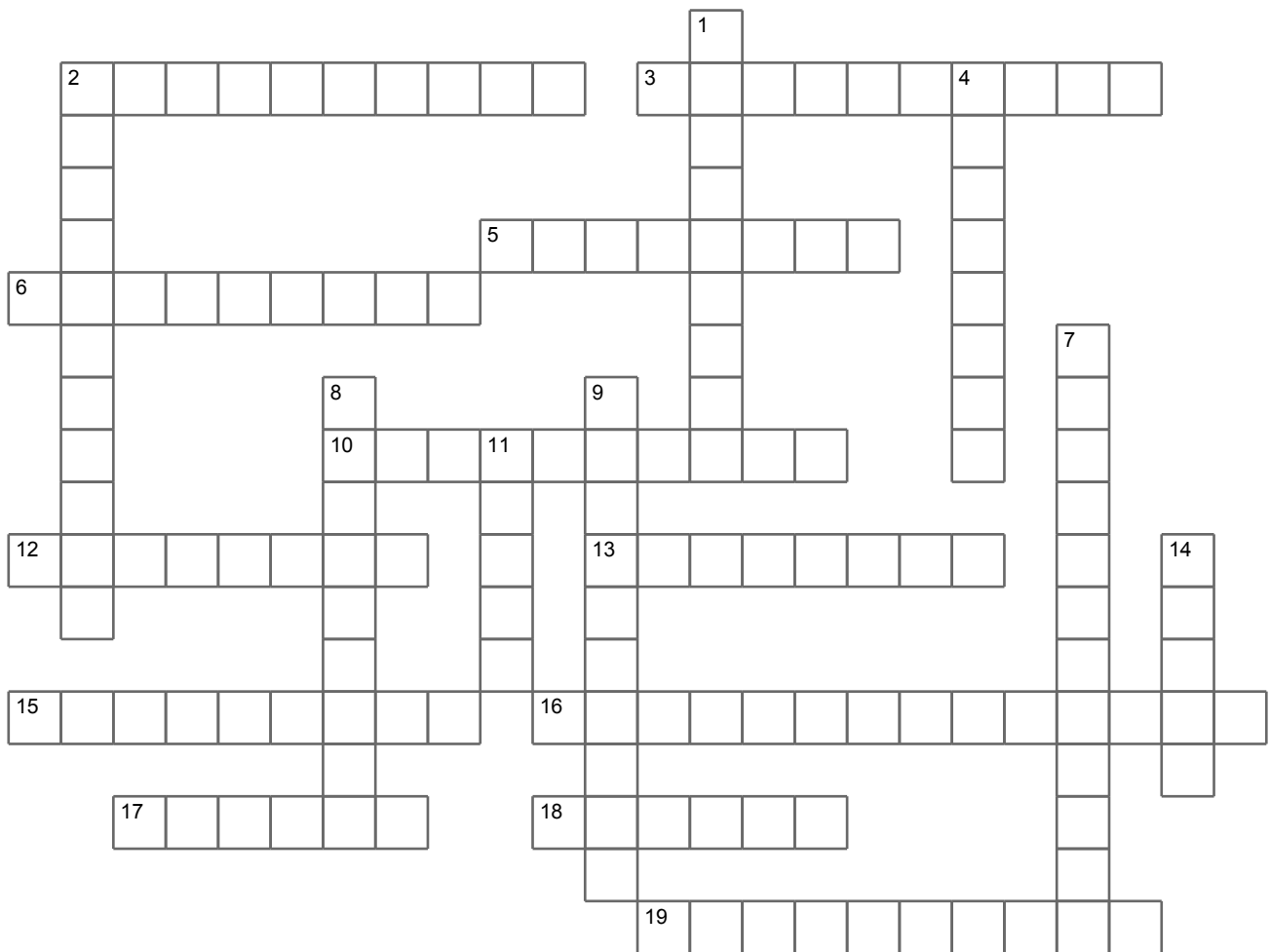


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# Crossword

## Edexcel GCSE Business Unit 1: 1.1 Spotting a Business Opportunity



### ACROSS

- The services that are provided to customers after making a purchase (5-5)
- Qualitative market research where a group is asked about their attitudes and opinions (5,5)
- A business that provides goods or services to other businesses
- Actions which do not conform to approved standards of social, personal or business behaviour
- The owner of a business format which is licensed out to other people or businesses
- Someone who pays for goods or services (not always the same as the consumer)
- The place and the factors that decide where a business sites itself geographically

### DOWN

- A percentage of the sales made by a franchisee - paid to the franchisor
- Increasing the value of resources by changing them during the production process (6,5)
- Buys products from manufacturers and wholesalers and sells onto end consumers
- Research concerned with collecting data that can be quantified - e.g. sales statistics
- Type of demand where customers want to buy and are also able to pay
- A business that buys in large quantities and sells on in smaller quantities - usually to retailers
- The requirements of the customer
- Part of the marketing mix - how much customers are asked to pay

15. Where a business trades using the business format of another organisation
16. Planning, collecting, and analysing data relevant to help make marketing decisions (6,7)
17. A method of obtaining market research from a sample of people
18. The amount of a product or service that customers are willing and able to pay at a given time
19. The person or company which operates a business format - under licence from another business

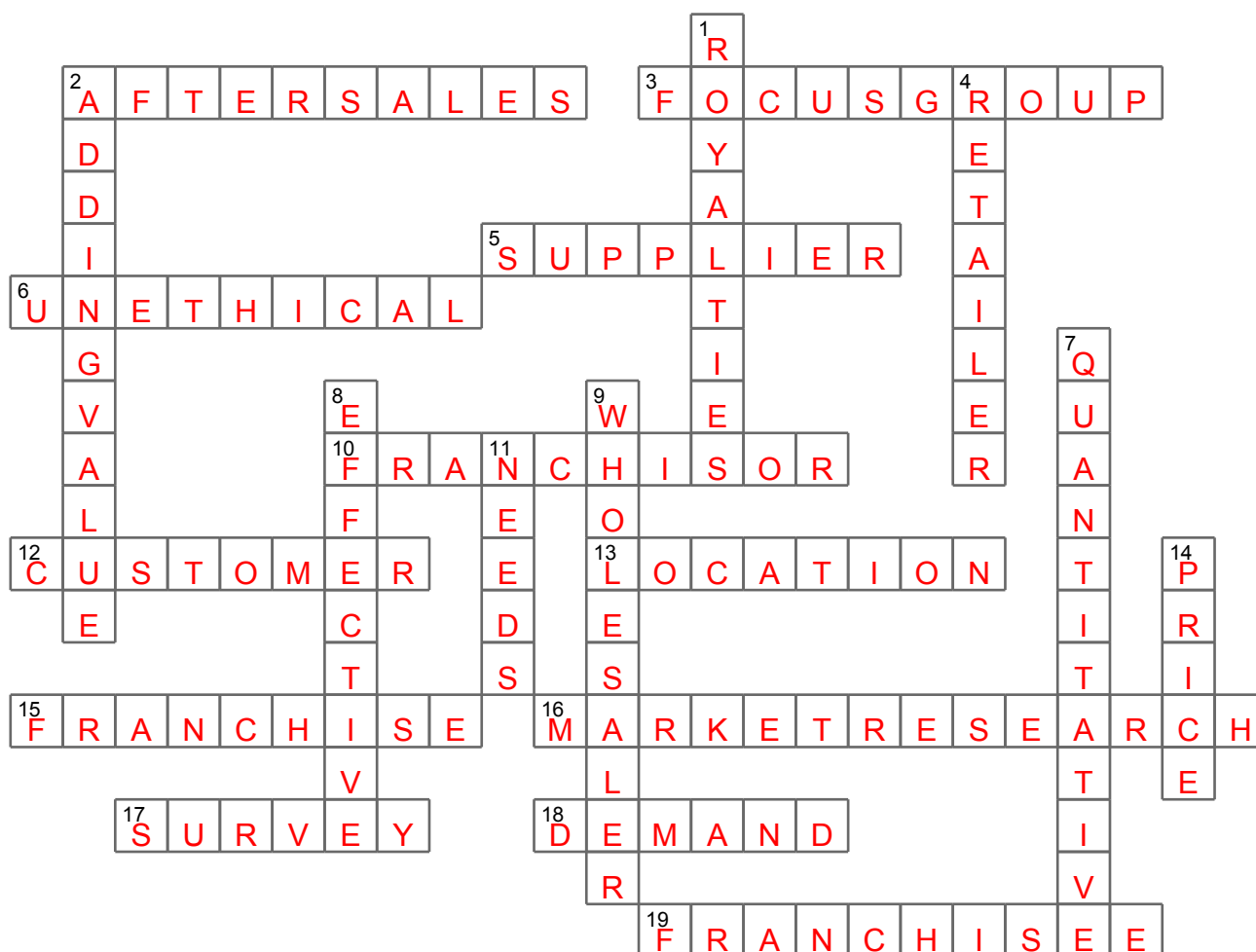
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