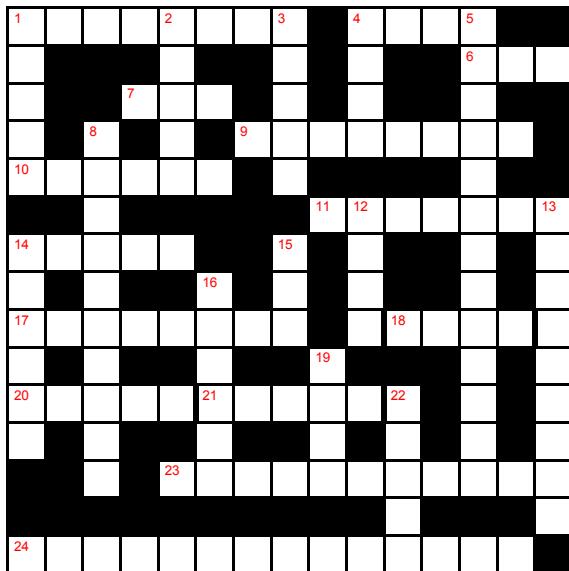


Business Planning 15x15 2008-10-22

B.B. Huria



Across

1 A difference between conflicting facts or claims or opinions. (8)

4 Compound average growth rate. Abbreviation. (4)

6 Entrepreneur in Heat describes an entrepreneur that continues to develop new products and services beyond what the venture can support. (3)

7 Chief Executive Officer. (3)

9 A statement in a business plan that elaborates the changes in the cash balances over defined periods. (4,4)

10 Difference between assets and liabilities. (6)

11 In insurance, the amount paid, usually on a periodic basis, for insurance coverage. (7)

14 A review of a company's accounting records and supporting documents by a qualified and

17 Past expenditures for a given activity that are typically irrelevant in whole or in part to future decisions. (4,4)

18 A complete failure. (4)

20 The commercial exchange (buying and selling on domestic or international markets) of goods and services. (5)

21 A very wealthy or powerful businessman. (5)

23 The difference between total sales revenue and total cost of goods sold. (5,6)

24 A budget that provides an overview of cash inflows and outflows during a specified period of time. (4,4,6)

25 The ratio of perceived benefits compared to price for a product or service. (5)

26 A business entity that

27 authorised body. (5)

28 negotiates, purchases, and/or sells, but does not take title to the goods. (5)

29 Of same quantity, value, or measure. (5)

30 It represents the bank balances and cash at hand. (4)

31 The process of strategically changing the perceptions surrounding a product or service. (13)

32 Refers to personnel burden, the sum of employer costs over and above salaries (including employer taxes, benefits, etc.). (6,4)

33 Net profits divided by net worth or total equity; yet another measure of profitability. (4)

34 The set of planned activities designed to positively influence the perceptions and purchase choices of individuals and organizations. (9)

35 Any possessions that

36 have value in an exchange. (6)

37 Write briefly or hurriedly; write a short note of. (3)

38 An intermediary that buys from producers to sell to retailers and offers various services with that function. (6)

39 Traditionally, it means the cost of materials, labour and factory overheads spent for the production of the goods a business sells. (4)

40 A name, term, sign, symbol, design, or a combination of all used to uniquely identify a producer's goods and services and differentiate them from competitors. (5)

Down