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running a venture

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| **Across**  **5.** A name for a business person who takes risks, has a vision, is a leader,....  **8.** One of the 3 ps which measure success  **9.** To understand the target market, it is important to do a \_\_\_\_\_\_\_\_\_\_\_\_\_\_  **11.** one of the 4 p's of marketing  **12.** posters, social media, daily notices are ways to promote your product. This is A\_\_\_\_\_\_\_  **13.** One of the 3 p's which measure success  **14.** One of the 3 p's which measures success  **16.** one of the 4 p's of marketing  **17.** An intangible provided by businesses | **Down**  **1.** a good way to gather ideas is to...  **2.** A tool used to identify strengths and weaknesses of an idea  **3.** one of the 4ps of marketing  **4.** one of the 4 p's of marketing  **6.** Products are referred to as i\_\_\_\_\_\_  **7.** Total $sales minus the total $costs is call the \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ point  **10.** a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ statement or purpose statement is the business declaration of how they will impact  **15.** The people you are aiming to sell your product to is referred to as the \_\_\_\_\_\_\_\_\_\_\_\_\_ market |