

**Unit 1: Starting a Business**

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| **ACROSS**  1. What do the words 'Ltd' represent 4. This is another term in Business which means survival 5. This is someone who takes a risk and spots a gap in the market 7. This is someone who owns their own business but can employ others 8. This is the price per product multiplied by the quantity sold 10. Total Revenue minus Total Costs 11. This is a document presented to the bank by a business to try and persuade the bank to give them a loan 12. This is where you can buy the rights to sell another company's products in return for a royalty fee 13. This is an individual or group of people interested in the activities of a business 14. This is someone who owns a part of a company having invested money into it | **DOWN**  1. This business is owned by 2-20 people 2. This is something a business wants to achieve in the long term 3. This is something a business wants to achieve in the short term 6. This is part of the profits of a company that a shareholder can receive 8. This is something a Franchisee pays to the Franchisor 9. A business is making this before they reach the break-even point |