

- 1 A _____ is a clear and concise description of an opportunity.
- 2 The process used to test a business concept is called a _____.
- 3 A/An _____ is a group of businesses with a common interest.
- 4 Those most likely to buy a business's products and services are _____.
- 5 To develop a new business first you need to create a/an _____.
- 6 A _____ describes how you intend to make money with your business concept.
- 7 The _____ is the distribution channel through which your product or service flows from the producer to the customer.
- 8 When you have a feasible business concept, the next step is to develop a/an _____.
- 9 A _____ expresses the specific aspirations of a company.
- 10 A _____ is the means by which you deliver a product or service to the customer.
- 11 The _____ looks at the people aspects of the business.
- 12 The financial plan presents _____ for the future of the business.
- 13 In projecting growth levels, investors will be impressed by _____.
- 14 The _____ is a government agency that provides services to new entrepreneurs.
- 15 A _____ offers technical and general assistance in a specific profession.