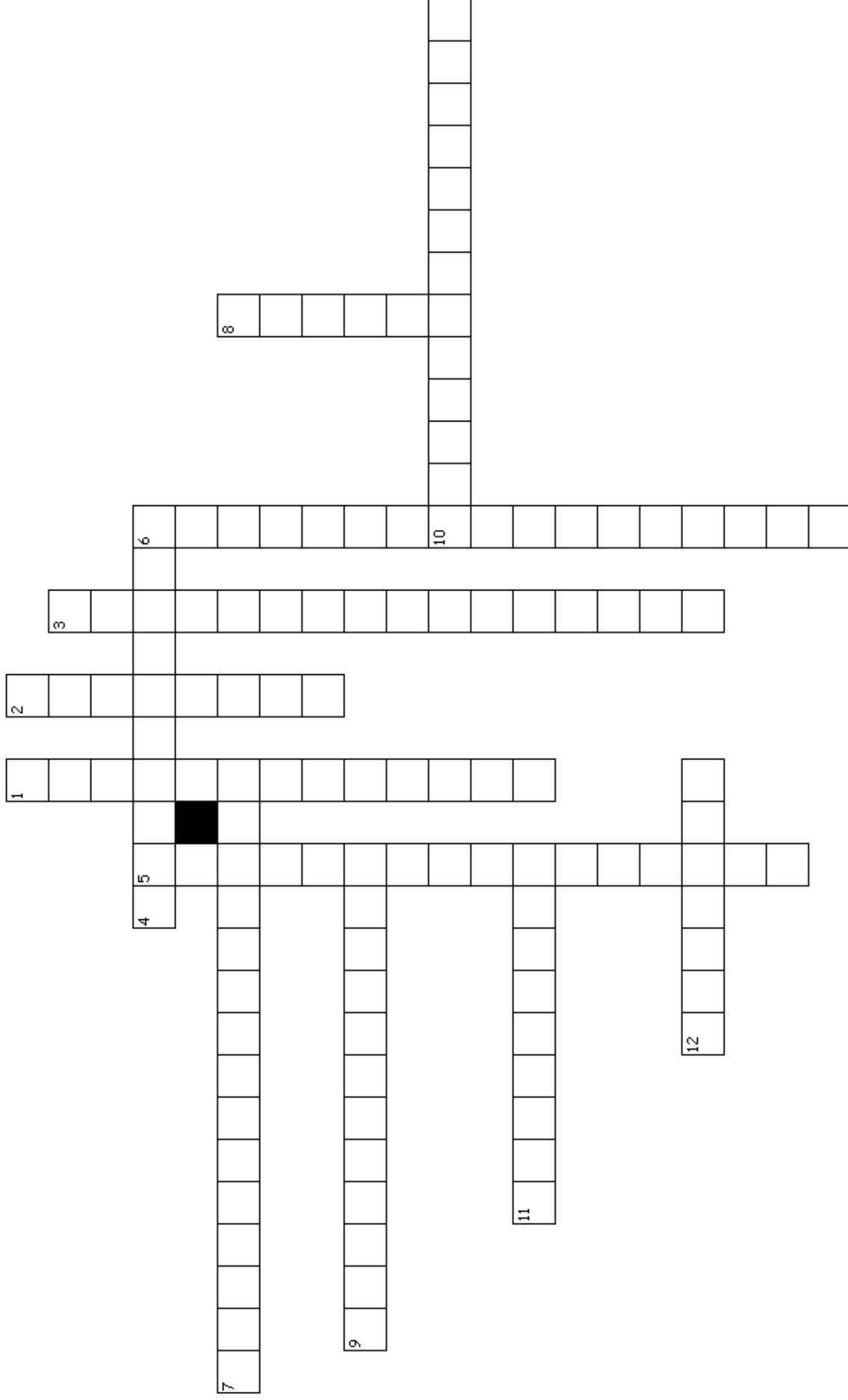


Unit 5 Crossword



Across

4. Qualities that give a business a competitive disadvantage
7. A record of profit and loss
9. Indicates the current value of the company
10. Events that could facilitate company profit and growth
11. Resources and capabilities that can be used as a basis for developing a competitive advantage
12. Events that could have a negative impact on the company

Down

1. A written document that provides direction for the marketing activities for a specific period of time
2. Predicts the costs and expenses as well as anticipated revenue
3. A written statement that captures an organization's purpose, customer orientation and business philosophy
5. Provides an overview of a complete marketing plan
6. Provides information that is helpful in matching the firm's resources and capabilities to the competitive environment in which it operates
8. Details the financial impact of each part of the marketing plan