

Unit 5 Crossword Puzzle Solutions

Across

4. Qualities that give a business a competitive disadvantage (**Weaknesses**)
7. A record of profit and loss (**Income statement**)
9. Indicates the current value of the company (**Balance sheet**)
10. Events that could facilitate company profit and growth (**Opportunities**)
11. Resources and capabilities that can be used as a basis for developing a competitive advantage (**Strengths**)
12. Events that could have a negative impact on the company (**Threats**)

Down

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