**Bartering Bonanza Vocabulary Homework**



Across

6. A form of business that is a legal entity and is recognized as having rights and duties legally.

10. A person who comes up with a new idea or invention and brings together a country's resources to take the idea to the marketplace.

11. This is the service provided to customers before, during and after a purchase.

13. It is a rivalry between individuals and/or businesses

16. Is a jingle or catchy phrase that attracts different target markets.

17. This is a means of communicating with customers.

18. This is an outflow of money to pay for an item or service in your business.

20. This is how different elements help increase the sale of the product such as advertising, sales, public relations.

21. This is a form of business that is owned and run by only one person.

22. This is determined by demand for the goods and the cost of the goods.

Down

1. These are the customers who are most likely to buy the products.

2. It is the exclusive right authors have to prevent others from copying their works.

3. A person who creates or discovers a new method, form, device or other useful means.

4. A design that is used for immediate recognition of an organization.

5. It is the exclusive right given in exchange for the full disclosure of an invention.

7. The firm's goods or services they are selling.

8. A name, word, phrase, logo, symbol, design, image, or a combination of these to distinguish the wares and/or services of one person from those of another.

9. These are practices assuring that the highest legal and moral standards are observed in your relationships with the people in your business community

12. This is a plan that is a detailed statement of how the business will be developed.

13. The most important person in your business.

14. This is the unique combination of pricing, promotion, product offerings and distribution system (place) to reach a specific group of consumers.

15. A process of planning and executing the pricing, promotion and distribution of ideas, goods, and services to create exchanges between buyers and sellers.

19. How a product flows from producer to customer.

22. This is a form of business that is run by two or more parties with the common goal being to make a profit.