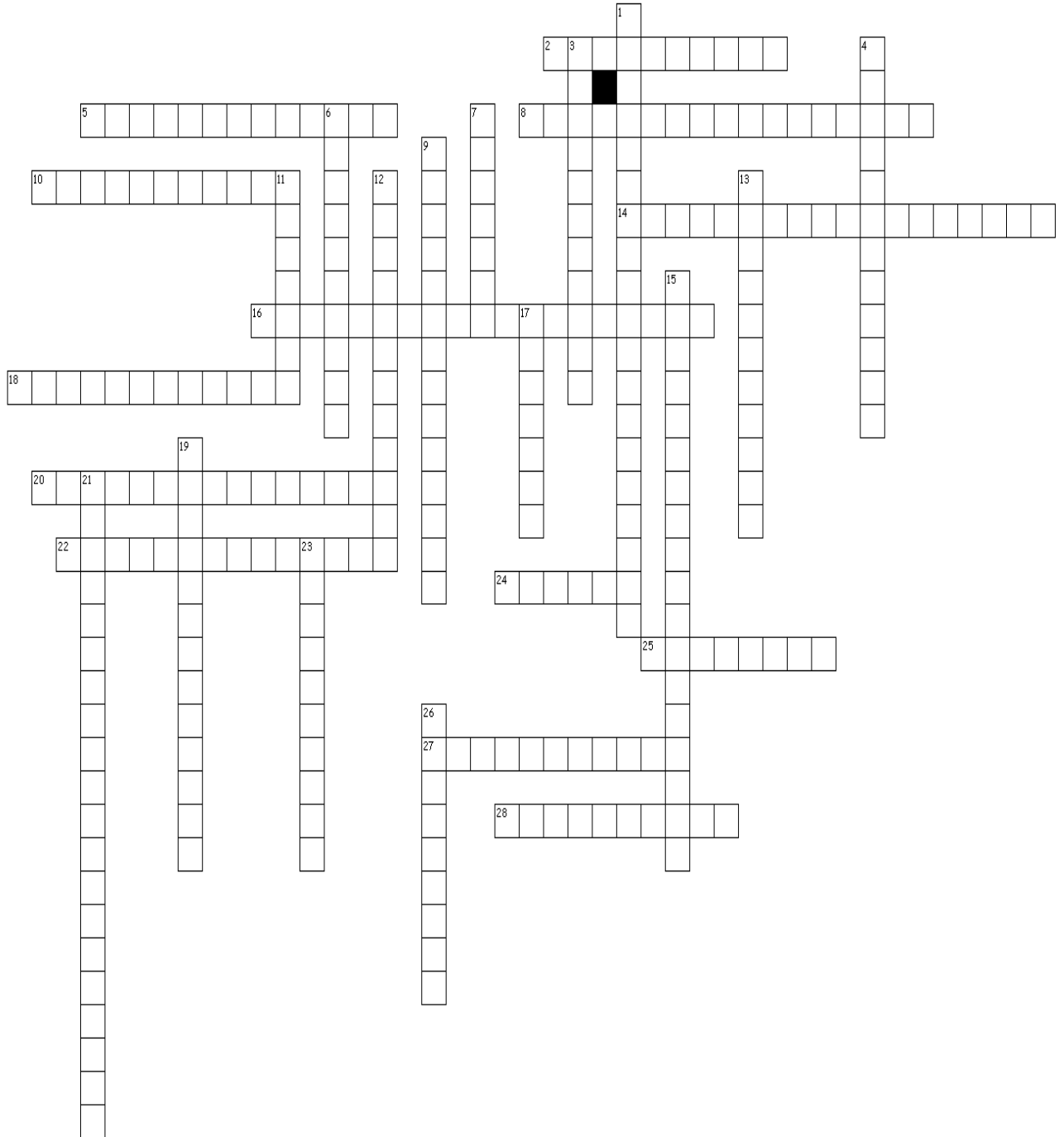


A Little Bit of This and A Little Bit of That



Across

2. A category for free online courses offered on the KU SBDC's web site that offers courses that provides an in-depth look at each of the primary accounting transactions used in a business demonstrating how "the language of business" works.
5. The _____ is the only section of the KU SBDC forum that is open to the public, without a need to register.
8. According to Active Plans, _____ is the part of the business plan describes the market size, demographics, competitive analysis and positioning message.
10. Business entities that consist of two or more owners.
14. Division of the market or population into subgroups with similar motivations. Widely used bases for these subgroups include geographic differences, personality differences, demographic differences, use of product differences, and psychographic differences (two words).
16. According to Active Plans, the _____ is the part of the business plan that states the purpose of the plan.
18. A statement of financial condition at a given date (two words).
20. The Kutztown SBDC's E-_____ allows you to add your name for free and promote your business to countless potential customers.
22. A statement summarizing a firm's revenues and expenses (two words).
24. The _____ statement defines the plans for the organization's future shared by all member of the organization.
25. An undertaking that has recently begun operation
27. A template offered on the KU SBDC web sit that acts as a guide to writing a business plan (two words).
28. The exchange of information or services among individuals, groups, or institutions

Down

1. Basics of _____ is a free online course offered on the KU SBDC's web site that will provide you with an overall view of what is necessary to obtain government contracts, as well as contacts to assist you through the process of government procurement.
3. a legal entity created by the state, separate and distinct from its owners and managers, having unlimited life, limited liability (two words).
4. A document that articulates the critical aspects, basic assumptions, and financial projections regarding a business venture (two words).
6. According to Active Plans, the management and _____ section of the business plan includes information on the marketing team, personal, legal structure and insurance information.
7. A category for free online courses offered on the KU SBDC's web site that offers courses that will help you read between the lines of your statements and make the seemingly inconsequential numbers accessible and comprehensible.
9. Choosing a _____ is a free online course offered on the KU SBDC's web site that helps break down the decision about what legal entity to choose into its essential characteristics simplifying the decision-making process.
11. According to Active Plans the _____ or service section of the business plan describes what the company is selling and what consumer needs the company will meet, especially compared to the competitors.

12. A segment of the market that is the strategic focus of a business or a marketing plan. Normally the members of this segment possess common characteristics and a relative high propensity to purchase a particular product or service (two words).
13. Someone who has a vested interest in a company; such as an employees, customers, suppliers and financiers.
15. The oldest and simplest form of organization; the business and the organization are one and the same and do not pay taxes as a separate entity.
17. The _____ is the section of the business plan that describes the company's origins, objectives, and management. It describes how the company will be organized.
19. Identifying your _____ _____ is a free online course offered on the KU SBDC's web site that looks at how you can determine the best sales strategy to gain maximum results.
21. According to Active Plans, the _____ _____ is the part of the business plan that includes an income statement, balance sheet, cash flow forecast, and breakeven analysis.
23. The group of individuals who make decisions about how a business is run. It can also be known as the process of getting activities completed efficiently and effectively with and through other people.
26. _____ 101 is a free online course offered on the KU SBDC's web site that describes the fundamentals of the most important aspect of any business.