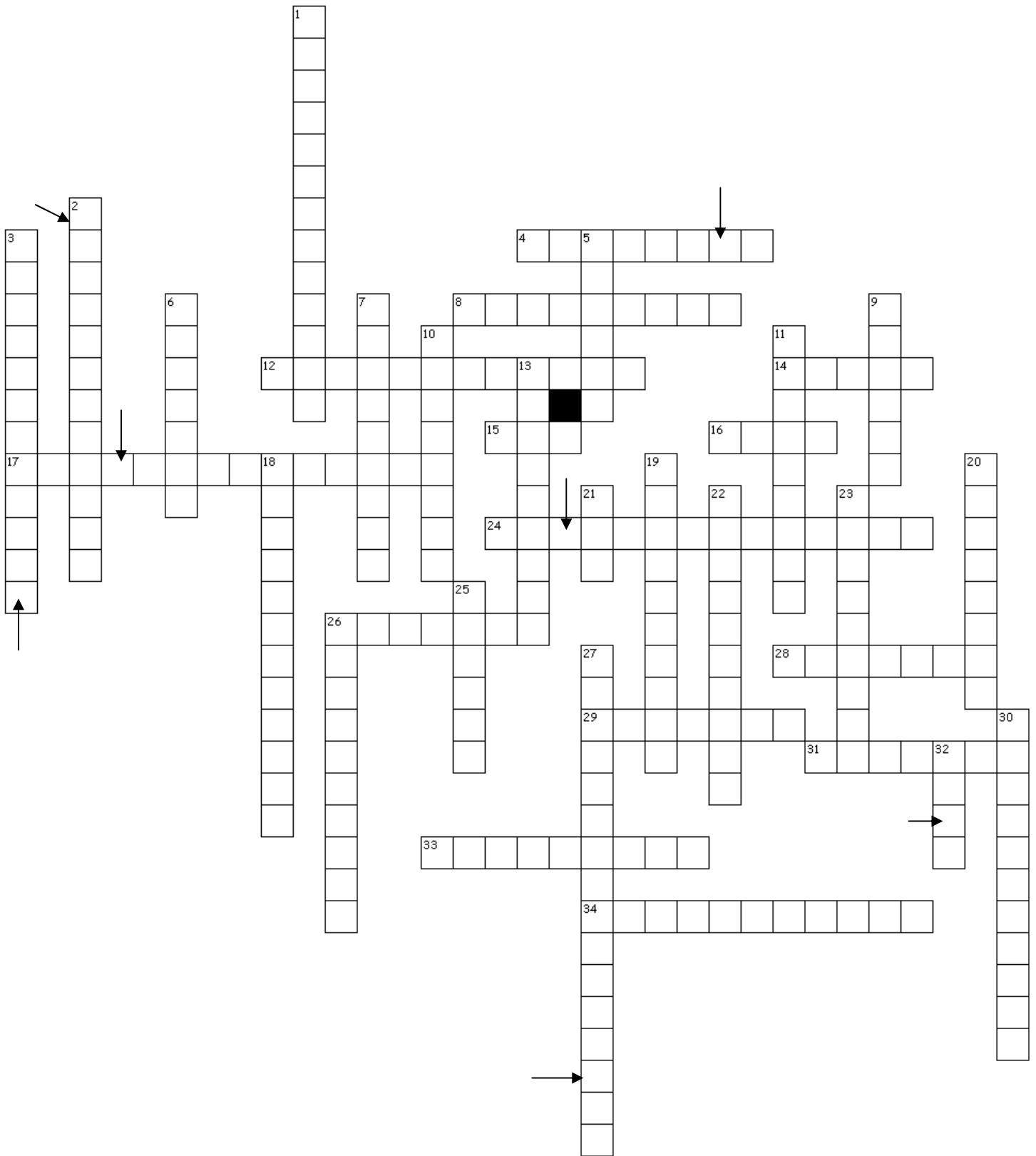


Little Bit of This and a Little Bit of That



.....And the word is

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Across

4. The user of the product.
8. All forms of communication other than advertising that call attention to products and services by adding extra values toward the purchase. Includes temporary discounts, allowances, and premium offers.
12. A road map for the direction of your business. It will contain such items as the history and development of your business, an explanation of the products and/ or services you offer, your marketing strategy, your legal and ownership structure, your management team, your human resources plan, and your financial projections. – two words(See our website)
14. A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.
15. What government organization visited the KU SBDC on November 30, 2005.(previous Success Connection)
16. The cost of consulting services from the SBDC (see our website)
17. A term that describes consumers or audience members on the basis of psychological characteristics initially determined by standardized tests.
24. If someone has responsibility for the progress of a project or the progress of the firm, he is said to have _____.
26. Series of payments, usually payable at specified time intervals.
28. Which of our clients "has the distinction of being our first client to receive national recognition from the Kauffman Foundation?" – 2 words (Previous Success Connection)
29. An _____ expense is an expense that is recognized in the books before it is paid for. It is a liability, usually current. These expenses are typically periodic and documented upon a company's balance sheet due to the high probability of collection.
31. Money set aside in the business books for a specific purpose such as purchase of equipment or real estate.
33. Gives protection to the originator of material to prevent use without express permission or acknowledgement of the originator.
34. A commercial that is very similar in appearance to a news program, talk show, or other non-advertising program content.

Down

1. A series of small group consulting sessions limited to eight participants. – 2 words (see our website)
2. Analysis of an organization's Strengths, Weaknesses, Opportunities and Threats. – 2 words
3. Basic objective descriptive classifications of consumers, such as their age, sex, income, education, size of household, ownership of home, etc.
5. The verbal or written portion of an advertising message that summarizes the main idea in a few memorable words--a tag line.
6. Person who AUDITS financial accounts and records kept by others. Includes both public accounting firms registered with the PCAOB and associated persons thereof.
7. The basic element of the loan as distinguished from interest and mortgage insurance premium. In other words, the amount upon which interest is paid.
9. A short song, usually mentioning a brand or product benefit, used in a commercial.
10. When you make a choice made from among several alternatives, you make a _____.
11. The desired or needed result to be achieved by a specific time. Broader than a goal, and can be broken down into a number of specific goals.
13. A type of public relations in the form of a news item or story which conveys information about a product, service, or idea in the media.
18. A payment plan which enables the borrower to reduce debt gradually through periodic payments of principal and interest.
19. Legal process, governed by federal statute, whereby the DEBTS of an insolvent person are liquidated after being satisfied to the greatest extent possible by the DEBTOR'S ASSETS.
20. The pattern of moves and approaches devised to achieve organizational objectives.
21. Who should write your business plan? (See our website)
22. In what city is the RFID seminar being held? (See our website)
23. The completion of a major phase of project work.
25. A guiding theme that articulates the nature of the business and its intentions for the future, based upon how management believes the environment will unfold.
26. Recording and reporting of financial transactions, including the origination of the transaction, its recognition, processing, and summarization in the FINANCIAL STATEMENTS.
27. A process of gathering, analyzing and evaluating information in order to determine whether or not you should go into a particular business.- 2 words (see our website)
30. An agreed outcome. (see the forum section of our website)
32. The possibility that something can go wrong. When you open your own business you take a _____.