Business Studies Vocabulary

12 × 12 GRID • 15 WORDS

Words go across, down or diagonally. No backwards words.

Spaces, punctuation and accents are omitted from the grid.

E	C	P	R	O	F	I	T	J	R	M	I
S	N	O	G	L	O	S	S	H	E	A	N
E	T	T	M	S	V	U	D	I	V	R	V
H	N	A	R	P	U	I	G	T	E	K	E
C	C	T	K	E	E	P	Q	O	N	E	S
U	O	S	E	E	P	T	P	D	U	T	T
S	N	X	R	R	H	R	I	L	E	I	M
T	S	U	P	F	P	O	E	T	Y	N	E
O	U	H	K	D	Q	R	L	N	I	G	N
M	M	B	R	A	N	D	I	D	E	O	T
E	E	D	E	M	A	N	D	S	E	U	N
R	R	B	U	D	G	E	T	U	E	R	R

WORDS TO FIND

BRAND
BUDGET
COMPETITION
CONSUMER
CUSTOMER
DEMAND
ENTERPRISE
ENTREPRENEUR
INVESTMENT
LOSS
MARKETING
PROFIT
REVENUE
STAKEHOLDER
SUPPLY

Learn what each word means on the next page.

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WORD MEANINGS

Read the meanings, then try using a new word in a sentence.

Enterprise
A business or an activity that involves initiative and planning.

Entrepreneur
A person who starts and runs a business, taking financial risks.

Customer
A person or organisation that buys goods or services.

Consumer
A person who uses goods or services.

Revenue
Money received from sales before costs are deducted.

Profit
The amount left when a business's costs are taken from its revenue.

Loss
The amount by which costs exceed revenue.

Budget
A plan for income and spending over a period of time.

Marketing
Activities used to understand customers and promote products.

Brand
A name or identity that distinguishes a business or its products.

Demand
How much of a product buyers are willing and able to buy at a given price.

Supply
How much of a product sellers are willing and able to sell at a given price.

Competition
Rivalry between businesses trying to attract customers.

Investment
Money or resources put into something in the hope of a future benefit.

Stakeholder
A person or group with an interest in, or affected by, a business.

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