

## Business Plan Concepts

### Assessment Task

#### **Business plan word search (Individual activity) (LO4 AS2)**

Find the words that describe all the points to be included in a business plan in the word puzzle.  
[10 marks]

n	g	e	t	d	y	m	a	t	c	r	g	m	y	t	r	d	t	e	i	s	s	s	n
s	y	g	e	i	e	g	m	l	n	o	t	g	m	t	l	e	n	n	t	d	u	o	f
t	f	c	p	l	s	a	e	t	e	s	v	l	n	t	l	k	c	v	e	i	a	a	a
e	b	f	r	f	r	s	s	t	n	u	t	e	a	m	i	i	s	o	s	c	d	e	n
e	a	r	e	c	m	m	n	t	a	p	a	y	r	i	e	e	e	e	i	f	i	p	p
e	o	a	s	n	p	k	n	t	a	r	m	s	t	s	i	y	n	s	s	i	e	c	r
k	f	r	f	g	n	y	t	v	n	t	t	r	t	s	h	l	e	t	y	n	s	i	x
h	a	s	e	e	o	o	t	v	r	s	i	s	i	r	e	e	c	l	a	s	t	a	
a	o	e	a	y	i	s	a	r	n	m	y	u	g	o	n	n	e	i	a	n	i	o	t
i	m	c	o	n	t	e	n	t	s	p	a	g	e	n	p	g	e	t	n	c	l	i	b
i	e	g	m	u	p	e	p	g	a	e	e	b	m	s	i	p	o	t	a	i	i	f	g
o	e	s	i	e	i	i	t	l	e	o	t	e	s	t	e	t	a	t	t	a	i	c	v
y	g	e	t	a	r	t	s	f	o	n	o	i	t	a	t	n	e	m	e	l	p	m	i
e	y	t	s	i	c	a	s	e	n	l	n	f	o	t	e	t	t	k	k	v	n	n	r
e	r	s	y	a	s	t	e	d	s	s	r	o	e	e	t	s	n	n	r	i	t	u	r
o	g	a	t	m	e	m	i	t	t	o	a	v	a	m	t	r	o	t	a	a	m	f	p
t	t	e	i	e	d	e	a	t	e	a	a	m	h	e	e	m	n	g	m	b	m	i	u
t	i	m	a	a	t	m	y	e	c	o	m	p	a	n	y	p	r	o	f	i	l	e	c
p	t	s	l	y	c	v	a	a	i	m	s	n	t	t	o	e	y	e	i	l	p	t	e
l	s	n	c	f	u	n	a	t	r	l	f	i	i	e	g	s	d	r	e	i	s	t	e
t	i	n	m	i	d	e	t	e	a	y	s	c	e	k	o	g	o	d	y	t	y	l	m
s	e	a	p	v	o	c	e	n	p	g	s	m	m	o	n	i	n	c	a	y	n	i	a
c	l	n	o	y	r	a	m	m	u	s	e	v	i	t	u	c	e	x	e	t	s	u	t
r	e	y	g	r	p	e	r	a	n	e	c	t	r	i	s	m	t	t	s	n	t	i	i

cover sheet  
contents page  
executive summary  
company profile  
mission statement  
product description  
financial viability  
market analysis  
marketing strategy  
implementation of strategy