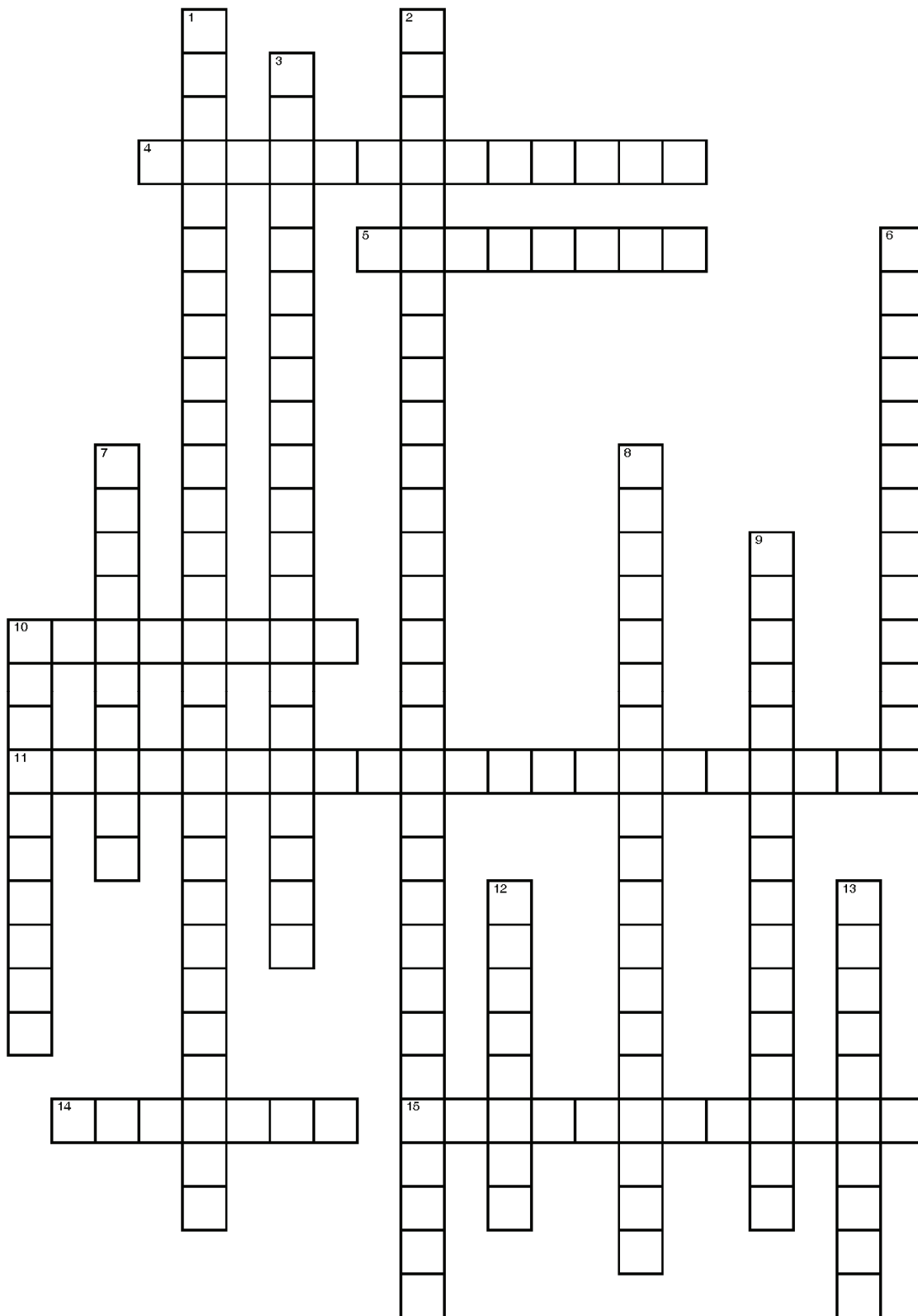


Aspects of a Business Plan



Aspects of a Business Plan

Across

4. type of management that involves the group and facilitates teamwork
5. the response the receiver provides to the sender's message, can be verbal or nonverbal
10. when the receiver breaks down the message received and interprets the message received
11. occurs between one organization and an outside party
14. type of management that is a micromanager, a teacher and a facilitator
15. type of leadership that gives little or no direction; gives opinions only upon request and has no "in charge" position

Down

1. third section of a business plan; includes details concerning proposed organization, proposed product, and proposed marketing plan
2. second section of a business plan; includes details such as business type, business philosophy, product description, self-analysis, trading area analysis, market segment analysis, and analysis of potential location
3. occurs within an organization
6. fourth section of a business plan; includes sources of capital and projected income and expenses
7. type of leadership driven by authority; tells others what to do, limits discussions, new ideas and group teamwork
8. fifth and last section of a business plan; includes business communication documents, marketing documents, and legal and miscellaneous documents
9. first section of a business plan; highlights proposed business and financial data; should convince the audience to read the rest of the plan
10. type of management that trusts employees' work ability, has a high workload and is confident
12. when a sender selects and organizes message to be sent
13. type of leadership that involves the group and promotes a sense of teamwork