

# Entrepreneurship Mid-Term Exam Study Guide

Entrepreneur

Entrepreneur Characteristics

Market Research

Problem Solving Process

Critical Thinking

Trade Shows

Competition Analysis

SMART Goal

Brand

Business Plan

Balance Sheet

Cash Flow Statement

Income Statement

Sole Proprietorship

Corporation

Franchisor

Franchisee

Purchasing a Business

Target Market

Wages

Salary

Collateral

Conflict of Interest

Ethics

Intellectual Property

CEO

