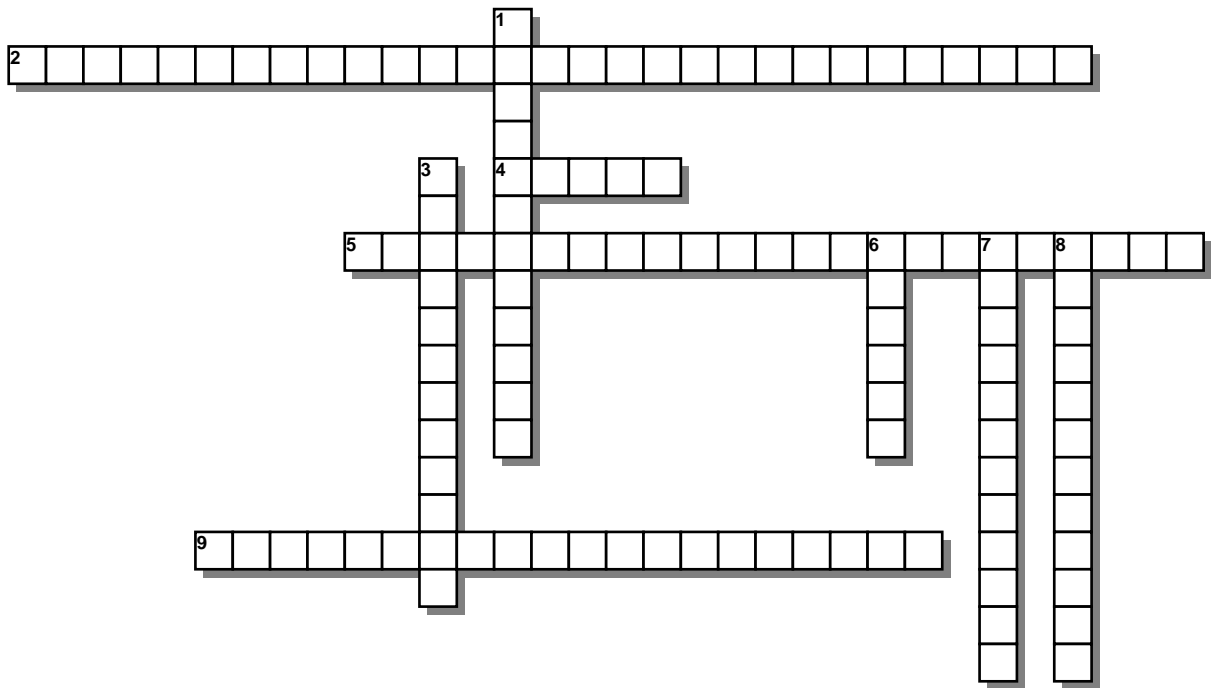


Intellectual Property Office



Across

- 2 - A government body supporting innovation to protect property rights
- 4 - An area of a market that has a particular group of customers with specific requirements
- 5 - The term to define direct expenditure on advertising
- 9 - A strategic element that enables an organisation to compete more effectively than its rivals

Down

- 1 - A financial document that shows what assets a business owns at a particular time
- 3 - The percentage of sales value that is profit
- 6 - An exclusive legal authority conferring a right to make commercial use of an invention
- 7 - A series of variable factors used by an organisation to meet customer needs
- 8 - The specific part of the population to whom a product offering is aimed and all marketing communication is tailored

Possible Answers:

The Intellectual Property Office, above-the-line promotion, balance sheet, competitive advantage, marketing mix, niche, patent, profit margin, target market