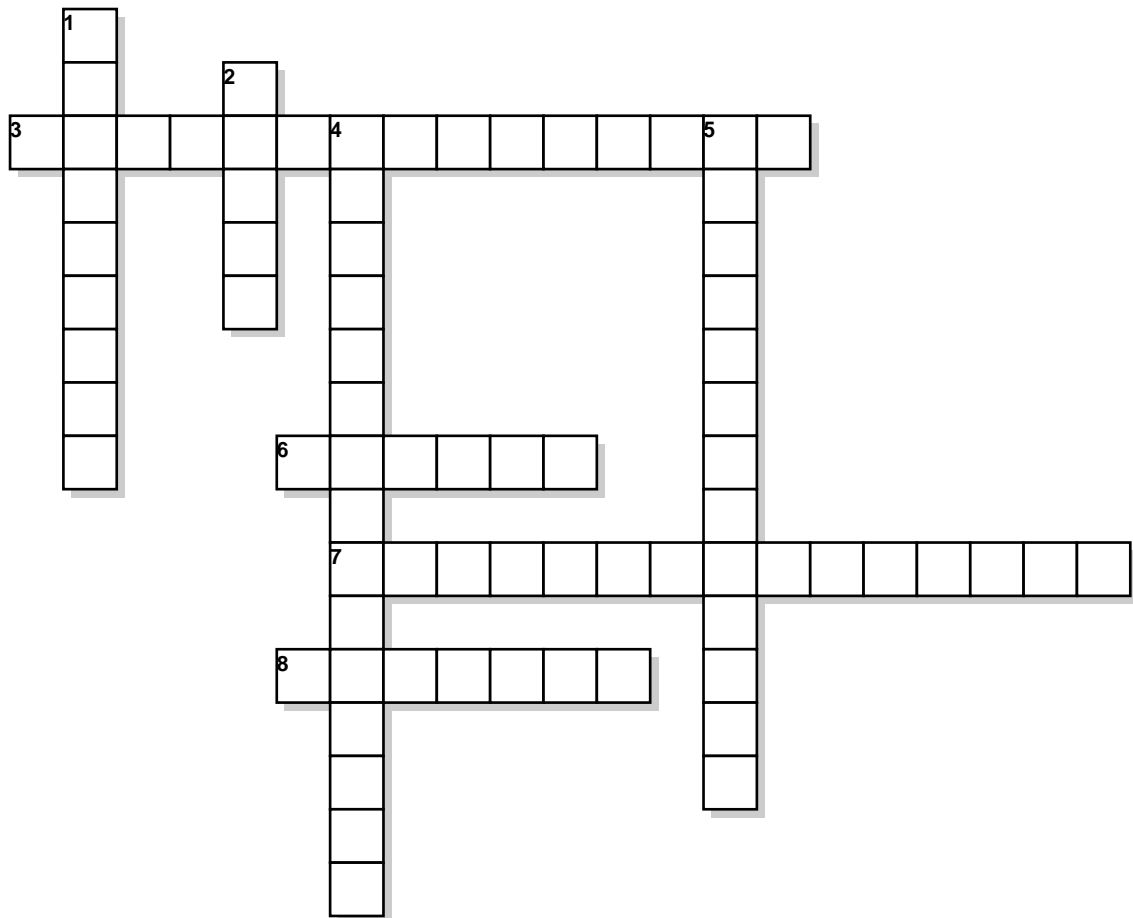


Enterprise Rent-A-Car



Across

- 3 Widening an organisation's scope across different products and market sectors.
- 6 _____ selling point (USP)
- 7 A focus on _____ is the driving force behind Enterprise.
- 8 _____ development involves developing new products or services and placing them into existing markets.

Down

- 1 Enterprise is a _____-owned business.
- 2 Our _____ is the most valuable thing we own.
- 4 _____ is a quicker but higher risk method of growth.
- 5 Internal growth is also known as _____.