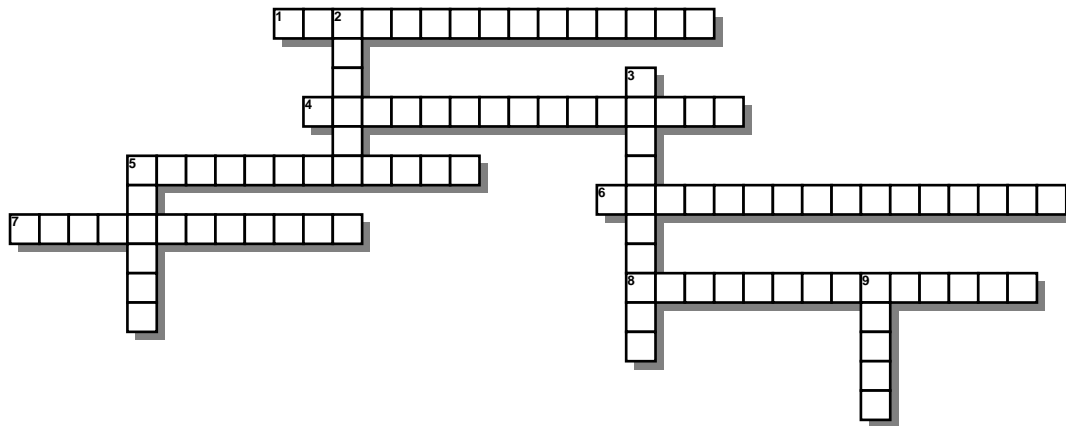


# IKEA



## Across

- 1 - Those features that prevent businesses entering a particular market
- 4 - A measure of the amount of carbon dioxide produced by individuals, businesses or countries as a result of their activities
- 5 - IKEA recently used this tool as part of its strategic planning process
- 6 - Reductions in average costs that stem from operating on a large scale
- 7 - A term that generally refers to the interplay between supply and demand that determines both the price of a product and the volume sold
- 8 - Practices which do not adversely affect the future use of resource

## Down

- 2 - In which sector of industry is IKEA?
- 3 - Person licensed to trade using a particular well known name in return for a fee or share of revenues made
- 5 - IKEA started in this particular country
- 9 - A name, symbol or design used to identify a specific product and to differentiate it from its competitors

## Possible Answers:

barriers to entry, brand, carbon footprint, economies of scale, franchisee, market forces, retail, sustainability, sweden, swot analysis