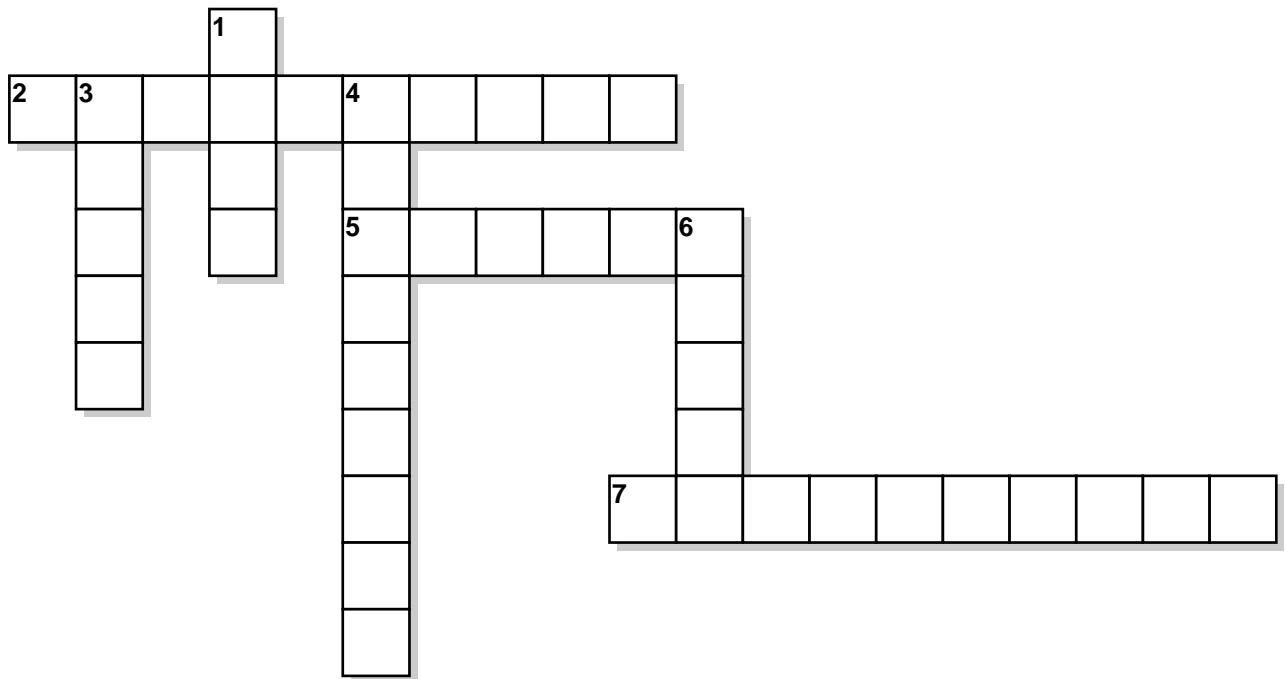


IMI



Across

- 2 IMI's highly skilled employees create _____ solutions for their customers
- 5 A businesses _____ guide the behaviours of all employees
- 7 Long-term plans that a business puts in place to achieve its aims and objectives

Down

- 1 IMI's _____ is to achieve market leadership in the global niche markets it serves
- 3 A relatively small and often highly specialised segment of a market
- 4 IMI uses its knowledge and expertise to achieve competitive _____
- 6 Analysing external environmental factors