

- 3 Business costs that are not directly related to production, such as rent and rates.
- 4 A formal evaluation of the cost and projected returns attached to a project.
- 6 The basic services and systems that enable a modern economy to function, such as roads, railways, electricity and water supplies.

- 1 There are 7,700 Enterprise Rent-A-Car branches \_\_\_\_\_.
- 2 A name, design or symbol that gives a product, product range or company an identity that is distinct from competitors.
- 5 \_\_\_\_\_ measures the length of time it will take to generate sufficient profit to cover the initial investment costs.

Brand, Infrastructure, Investment Appraisal, Overheads, Payback, Worldwide