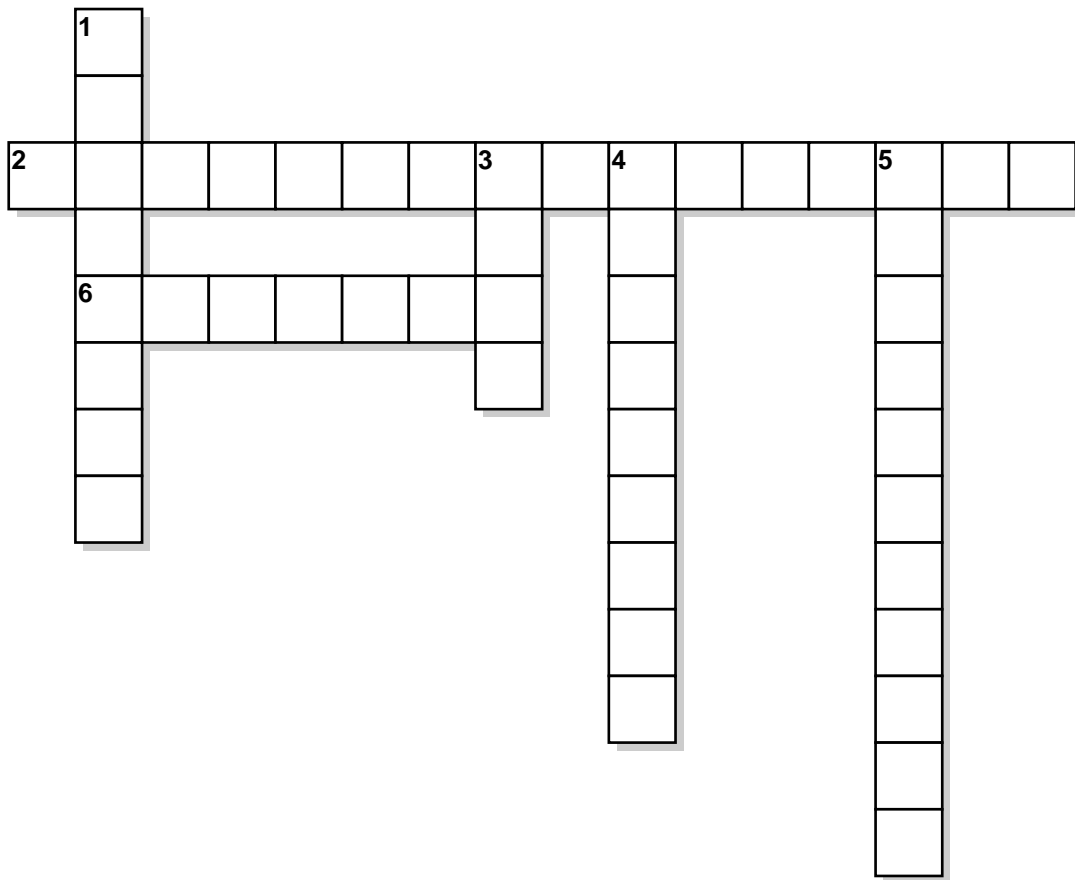


Jessops



Across

- 2 Photo and imaging is a key part of Jessops' _____
- 6 Decisions driven by short-term objectives within a longer term strategy

Down

- 1 A plan for making major changes in an organisation and its activities
- 3 Analysis of a company's external environment
- 4 A fall in the level of national output and expenditure for at least two consecutive three month periods
- 5 Jessops must consider the impact of changes in government _____

Possible Answers:

Legislation, PEST, Product portfolio , Recession, Strategy, Tactics