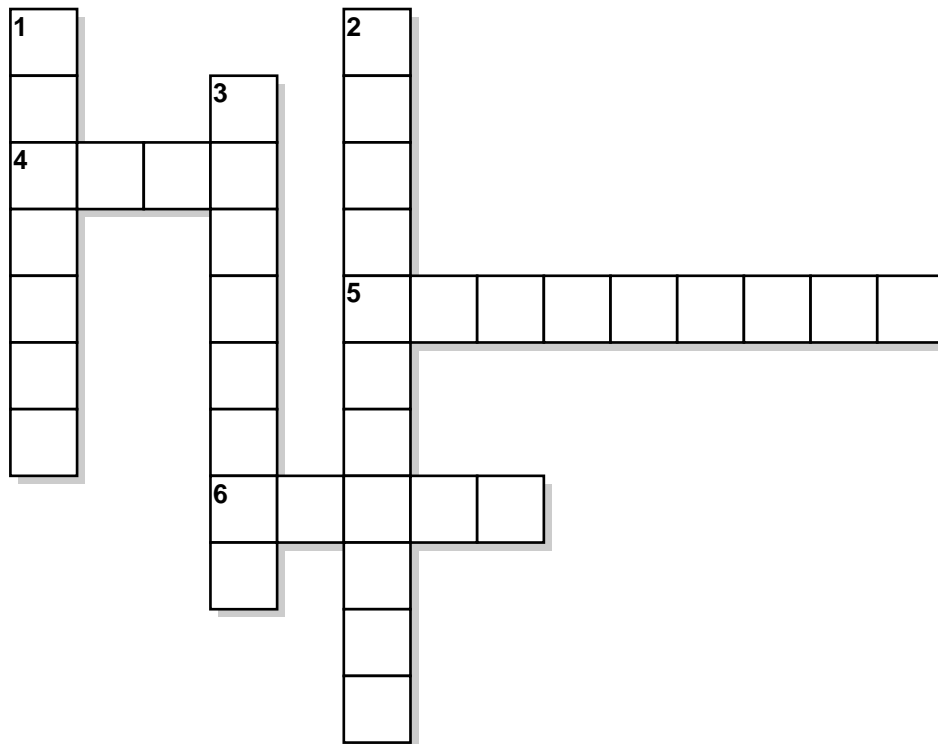


CIMA



Across

- 4 A method used to review changes in the internal and external environment
- 5 An outcome that allows a business to achieve its aim
- 6 What a business wants to achieve

Down

- 1 A ____ statement outlines the core values of a business
- 2 Key ____ indicators
- 3 A plan that a business adopts to achieve its aim