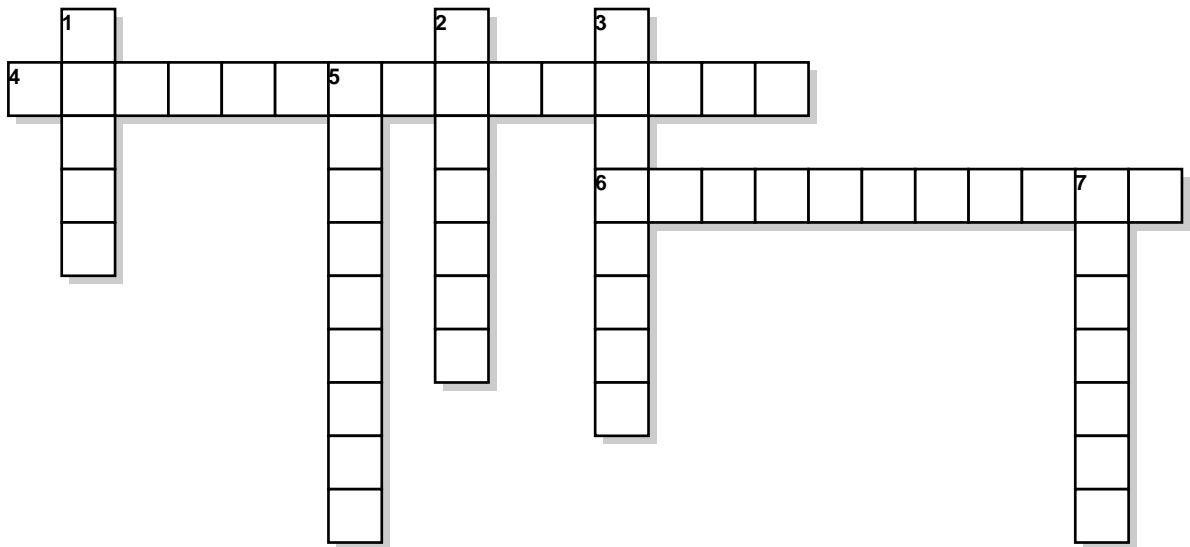


IMI



Across

- 4 Selling new products or services to new markets
- 6 When one company buys another company

Down

- 1 A small and often highly specialised segment of a market
- 2 This communicates a company's core purpose
- 3 A plan to aid the achievement of aims and goals
- 5 A merger is an example of this type of growth
- 7 Internal growth