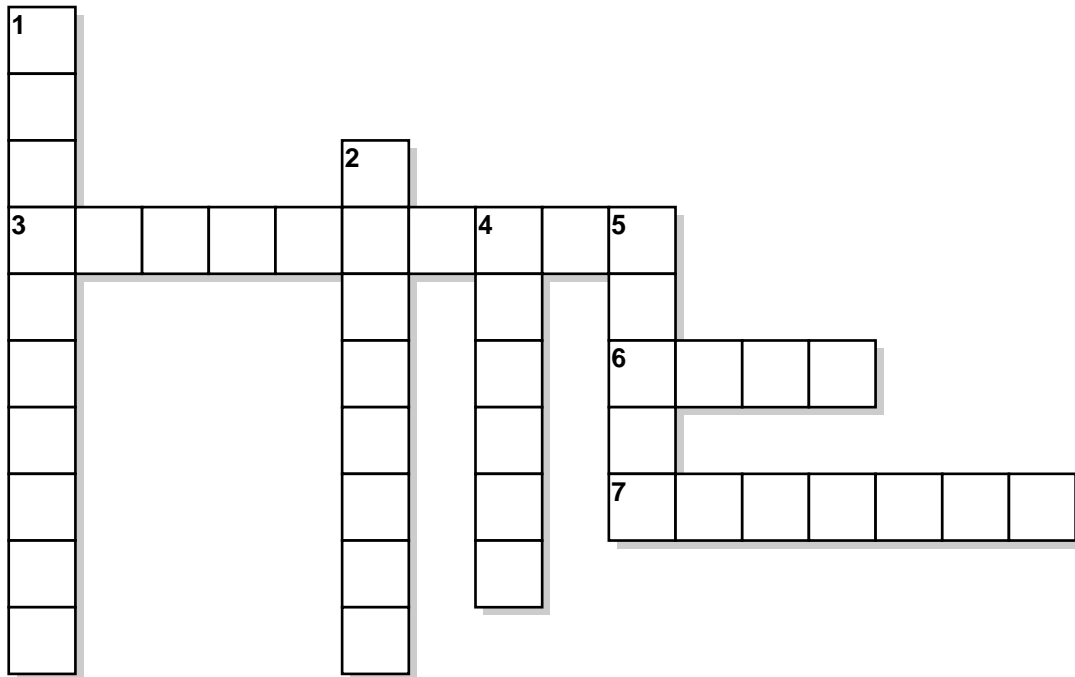


NATS



Across

- 3 These set out the outcomes the business needs in order to achieve its aims
- 6 What the business intends to do to help deliver the vision
- 7 Specific activities which help to achieve objectives

Down

- 1 Developing new and creative products and services
- 2 A plan by which the aims and objectives will be put into action
- 4 Describes where the business wants to be in an ideal world
- 5 Objectives should be _____