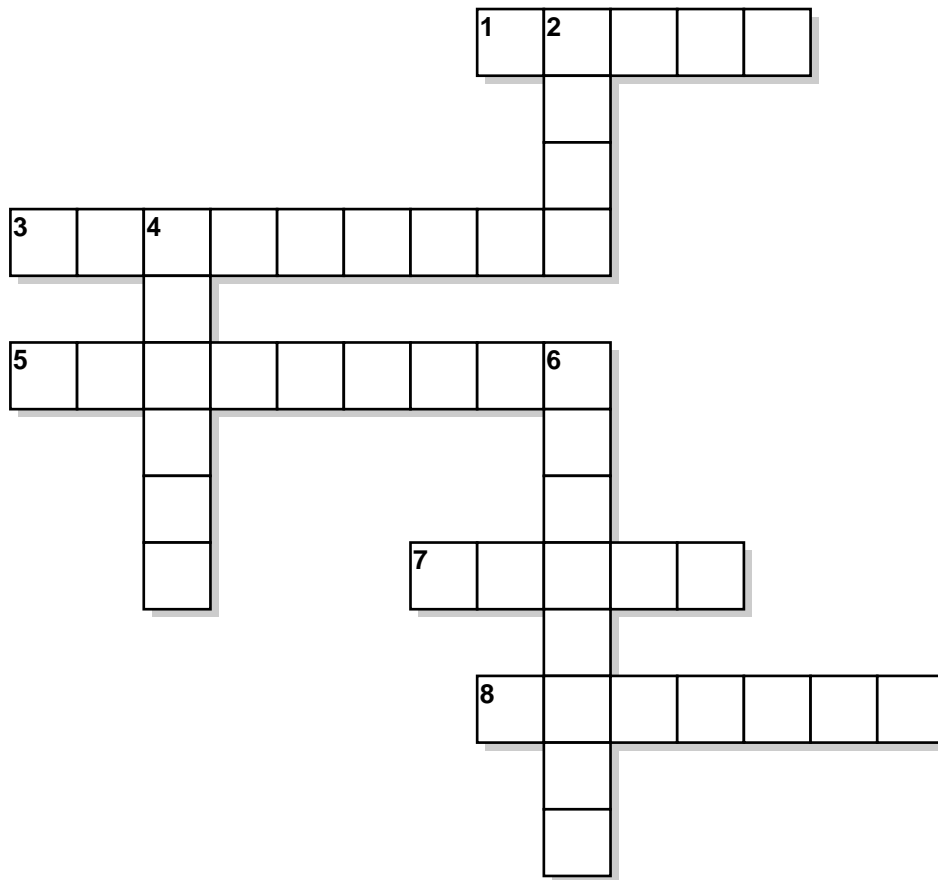


# Zurich



## Across

- 1 Adding \_\_\_\_\_ is the process of increasing the market value of a product
- 3 The annual payments made to shareholders
- 5 Zurich seeks to win the loyalty of its \_\_\_\_\_ by listening carefully to their needs
- 7 Objectives should always be \_\_\_\_\_
- 8 SMART objectives provide a way for a business to \_\_\_\_\_ its performance

## Down

- 2 General statements of what a business is seeking to achieve (closely linked to vision)
- 4 A clear statement of what the organisation seeks to achieve
- 6 Zurich has recently developed a new customer-centric \_\_\_\_\_

## Possible Answers:

Aims, Customers, Dividends, Measure, SMART, Strategy, Value, Vision