

**Complete each sentence with ONE word only.**

partners / plan / risk / funding / idea / target / marketing / launch

1. Next week, the company will \_\_\_\_\_ a brand-new product.
2. Before starting, every business needs a clear \_\_\_\_\_.
3. A simple \_\_\_\_\_ can sometimes become a successful company.
4. The project stopped because it lacked enough \_\_\_\_\_.
5. It is important for businesses to define their \_\_\_\_\_ audience.
6. Strong \_\_\_\_\_ can increase sales and attract customers.
7. They worked as \_\_\_\_\_ to build their business together.
8. Every new business involves some level of \_\_\_\_\_.