WORDS IN CONTEXT

Read the following passage and write the words in the blanks below.

address	develop	offered	strategy
avoid	evaluation	primary	strength
demonstrate	gathering	risks	substitute

Every business must (1) _____ a business plan. The business plan's (2) _____ purpose is to improve the entrepreneur's control over the business and to help him (3) _____ common mistakes. It is not an overstatement to say that a business will fail or succeed on the (4) _____ of its business plan, so there is no (5) _____ for a well-prepared plan. The business plan documents the (6) _____ for growing the business. Think of the business plan as a road map that describes in which direction the company is going, what its goals are, and how it is going to get there.

In developing the plan, the entrepreneur will conduct research to determine a systematic and realistic (7) _____ of the company's chances for success in the marketplace. In creating the plan, the entrepreneur must research the company's target market and define its potential. The entrepreneur must be able to prove through research that customers in the market need the good or service that is (8) _____ and that a sufficient number of potential customers exists to support the business.

A business plan also looks at the (9) _____ the business faces. Chief among these is competitors. The business plan must analyze the company's competition by (10) _____ information on competitors' market share, products, and strategies. The plan should (11) _____ what distinguishes the entrepreneur's products or services from others already in the market. It is also common for businesses to fail because the owner fails to invest or seek sufficient capital to run the business. A good business plan should (12) _____ this issue as well.

LIVEWORKSHEETS