**Lesson 6. Key Term Match-up**

Advertise: A process that allows an organization to focus on

its goals.

Business plan: A thing that you can touch or a service that you

can offer which is sold to your customers.

Economics of one unit: A detailed plan including the strategies planned

to achieve the profit goals.

Invest: The intended group to which a product or service

is marketed or advertised.

Marketing strategy: To promote goods or services.

Product: The amount that it costs to produce one unit of

the product.

Profit: A private investor that provides money to start a

new business or to grow an existing business.

Start-up costs: Money that is left after expenses have been paid

for from a business or an investment.

Target customer: An activity in which money is put at risk for the

purpose of making a profit.

Venture capitalist: All of the expenses required to start your business.