

Understanding of strategy helps to link the business to the \_\_\_\_\_ environment.  
operating

the \_\_\_\_\_ of an enterprise represents the roadmap to the future.  
business plan

Low cost leadership strategy is one of the \_\_\_\_\_ that the entrepreneur can select.  
Strategies

The term \_\_\_\_\_ refers to a person or organisation who buys a particular product or service.  
customer

There are \_\_\_\_\_ types of capacities in relation to production  
three

The actual \_\_\_\_\_ of a plant is dictated by market forces.  
Capacity

The key utility items are power supply and \_\_\_\_\_ supply.  
water

\_\_\_\_\_ grow abundantly in Nigeria.  
Fruits

The business or enterprise must have a strategy with which it wants to \_\_\_\_\_.  
Operate

The marketing components of a business plan are basically a \_\_\_\_\_ plan.  
Marketing