

## **High School Business Plan Performance-Based Assessment Entrepreneurship Terms**

Demographic segmentation

SWOT analysis

Environmental scan

Industrial market

Market segmentation

Market share

Competitor analysis

Intermediary function

Operating expenses

Variable operating expenses

Equity capital

Cash flow

Break even price

Break even point

Profit and loss statements

Organizational chart

Business ownership forms

Capital goods

Economic risk

Revenue

Business budget

Insurance expenses

Consumer price index

Marketing information sources

Unique selling proposition

Cost of goods

Operating expenses

Supply and Demand

Intellectual property

Government regulation