

in company Elementary

Unit 17

headword	pronunciation	translation/notes	example sentence
advance (n) years/months/days etc in advance	/əd'vɑ:ns/ /jɪəz/,mʌnθs/,deɪz ɪn əd'vɑ:ns/	Clothes makers usually produce their collections months in advance .
agreement (n) commercial agreement (n)	/ə'grɪ:mənt/ /kə,mɜ:jl ə'grɪ:mənt/	As part of a series of commercial agreements , the brand of vodka in the James Bond films has changed.
annual growth (n)	/ˌænjʊəl 'grəʊθ/	Annual growth is the increase in the GDP (Gross Domestic Product) in one year.
anticipate (v)	/æn'tɪsɪpeɪt/	Clothes makers have to anticipate fashion trends.
batch (n)	/bætʃ/	Production is in small batches , or quantities.
borrow (v) borrow from a bank	/'bɒrəʊ/ /ˌbɒrəʊ frəm ə 'bæŋk/	Public debt is the amount of money the government owes because it borrow s from banks.
boss (n) the boss of	/bɒs/ /ðə 'bɒs əv/	Amancio Ortega is the founder and boss of Zara and Inditex.
business (n) business life (n)	/'bɪznəs/ /ˌbɪznəs ˌlaɪf/	He started business life in a small clothes shop.
business school (n)	/ˌbɪznəs ˌsku:l/	Ortega gave talks in business schools around the world.
on business	/ɒn 'bɪznəs/	He's in Germany on business .
set up a business	/set ʌp ə 'bɪznəs/	Last year she set up her own Internet property selling business .
clothes maker (n)	/ˌkləʊðz ˌmeɪkə/	Ortega is boss of one of the most successful clothes makers in the world.
collection (n)	/kə'leɪkʃn/	A " collection " is a term referring to the clothes that a manufacturer produces for sale at a particular time of year.

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contact (n) be in daily contact (with)	/kɒn,tækt/ /bi: in ,deɪli 'kɒn,tækt wɪð/	Inditex headquarters is in daily contact with its stores and knows what is selling.
conventional (adj) (opposite = unconventional)	/kən'venʃn(ə)l/	Product placement in films is cheaper than conventional advertising.
cost effective (adj)	/kɒst ɪ'fektɪv/	Something that is cost effective produces a good profit in exchange for the amount of money spent.
counter (n) over the counter	/'kaʊntə/ /əʊvə ðə 'kaʊntə/	He started business life in a local clothes shop, selling over the counter to housewives.
do well (opposite = do badly)	/du: 'wel/	The lingerie business that Ortega set up with his wife did well .
fashion (n) fashion director/ manufacturer/trend etc	/fæʃn/ /fæʃn də'rektə/ ,mænɪʃə'fæktʃərə/ ,trend/	It's essential that fashion manufacturers anticipate fashion trends .
foreign currency (n)	/fɔ:rn 'kʌrənsɪ/	What amount of money in foreign currencies does the government have?
foreign exchange reserves (n pl)	/fɔ:rn ɪks'tʃeɪndʒ rɪ,zɜ:vz/	The foreign exchange reserves are the amount of money in foreign currencies that the government has.
found (v)	/faʊnd/	According to Piette, Ortega has founded "possibly the most innovative and devastating retailer in the world".
founder (n) the founder of	/'faʊndə/ /ðə 'faʊndə əv/	Amancio Ortega is the founder and boss of Zara and Inditex.

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global awareness (n) create global awareness	/ˌɡləʊbl ə'weənəs/ /kriːeɪt ˌɡləʊbl ə'weənəs/	Product placement in films is a good way of creating global awareness of a product.
global campaign (n)	/ˌɡləʊbl kæm'peɪn/	Smaller companies can't afford the global campaigns of large multinationals.
go up (phr v) (opposite = go down)	/ˌɡəʊ 'ʌp/	Prices are going up the fastest in Portugal and Germany.
government spending (n)	/ˌɡʌvnmənt 'spendɪŋ/	Government spending is the amount of money the government spends on things like education, health and defence.
grow (v)	/grəʊ/	The Inditex group is growing at a phenomenal rate.
headquarters (n) Inditex/Microsoft etc headquarters	/hed'kwɔ:təz/ /ˌɪndɪ'teks/ ˌmaɪkrə'sɒft hed'kwɔ:təz/	Inditex headquarters is in contact with its stores on a daily basis.
increase (n) increase in (opposite = decrease in)	/ɪŋkri:s/ /ɪŋkri:s ɪn/	The increase in the GDP in one year is known as "annual growth".
inflation (n)	/ɪn'fleɪʃn/	Annual inflation is the yearly increase in the price of services and things we buy.
in-house (adv) (opposite = out-of-house)	/ɪn'haʊs/	The group manufactures most of its clothes in-house .
innovative (adj)	/ɪnə'veɪtɪv/	An innovative company is one that is not afraid to introduce new ideas, production methods etc.
item (n)	/aɪtəm/	If an item doesn't sell in our shops, we stop making it.

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labour cost (n)	/leɪbə ˌkɒst/	Labour costs are much cheaper in parts of Asia and Eastern Europe than they are in the UK.
manufacture (v)	/ˌmænjʊˈfæktʃə/	Most of our clothes are manufactured in-house.
message (n)	/ˈmesɪdʒ/	Mr Harper's not in the office. Can I take a message ?
take a message	/ˌteɪk ə ˈmesɪdʒ/	
money (n)	/ˈmʌni/	Ortega is an expert at making money .
make money	/ˌmeɪk ˈmʌni/	
over (prep)	/əʊvə/	In France GDP has increased by just over \$3,000.
just over	/ˌdʒʌst əʊvə/	
(opposite = under)			
overheads (n pl)	/əʊvəˈhedz/	Overheads are the general costs of running a business – rent, equipment, heating, lighting etc.
owe (v)	/əʊ/	Public debt is the amount of money the government owes .
owe money	/əʊ ˈmʌni/	
president (n) (AmE)	/ˈprezɪdənt/	The president and founder of Inditex is rich and successful.
the president of	/ðə ˈprezɪdənt əv/	
(BrE = managing director)			
process (n)	/ˈprəʊses/	Inditex controls every stage of the process – from production to sales.
every stage of the process	/ˌevri ˌsteɪdʒ əv ðə ˈprəʊses/	
product (n)	/ˈprɒdʌkt/	The article "To Shake Or To Stir?" describes changes in Bond's product preferences .
product preference (n)	/ˈprɒdʌkt ˌprefrəns/	
a range of products (n)	/ə ˌreɪndʒ əv ˈprɒdʌkts/	The makers of the Bond films have accepted \$40–45m to allow a range of products to appear on screen.

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product placement (n)	/prɒdʌkt 'pleɪsmənt/	Product placement is the use of a particular company's products during a film as a way of advertising.
production (n)	/prə'dʌkʃn/	From production to sales – we control every stage of the process.
economic production (n)	/i:kə'nɒmɪk; ,ekə'nɒmɪk prə'dʌkʃn/	GDP per person is the total economic production of a country divided by the number of its people.
public debt (n)	/ˌpʌblɪk 'det/	The amount of money that the government owes because it borrows from banks is called the public debt .
rate of pay (n)	/ˌreɪt əv 'peɪ/	The hourly rate of pay for the job is £7.50.
retailer (n)	/ˌriːteɪlə/	Daniel Piette, a fashion director, described Inditex as “possibly the most innovative ... retailer in the world”.
sales (n pl)	/seɪlz/	Aston Martin is hoping to increase sales from 1,500 to 5,000 vehicles a year worldwide.
increase sales	/ɪŋˌkriːs 'seɪlz/	
seat (n)	/si:t/	Have a seat. Would you like a coffee?
Have a seat.	/ˌhæv ə 'si:t/	
sell (v)	/sel/	If an item doesn't sell we stop making it.
shares (n pl)	/ʃeəz/	Ortega has shares in football clubs.
have shares in	/ˌhæv 'ʃeəz ɪn/	
stock (n)	/stɒk/	The Inditex stores never have unsold stock .
unsold stock	/ˌʌnsəʊld 'stɒk/	
store (n)	/stɔː/	Every 48 hours, somewhere in the world, the Inditex group opens a new store .
open a store	/əʊpən ə 'stɔː/	

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spokesman (n)	/ˈspəʊks,mən/	"We want to create global awareness," said a spokesman for the car company.
under (prep)	/ˈʌndə/	
just under (opposite = over)	/dʒʌst 'ʌndə/	Just under 200 people attended the conference.
unemployment rate (n)	/ˌʌnɪm'plɔɪmənt ,reɪt/	The unemployment rate in Italy is currently 9.5%.
yearly (adj)	/ˈjɪəli/	The yearly increase in services and the things we buy is known as "annual inflation".