

Word	Phonetics	Translation
Unit 1		
0800 hours (24-hour clock)	/ˈə eɪt ˈhʌndrəd ˈaʊə(r)z/	8 h du matin(format 24 h)
abroad (adverb) ***	/əˈbrɔːd/	à l'étranger
am (abbreviation)	/eɪ em/	du matin
analogue/analog (adjective) *	/ˈænəˌlɒɡ/	analogique
at night	/æt naɪt/	dans la nuit
colleague (noun) ***	/ˈkɒliːɡ/	collègue
date of birth (noun) *	/deɪt ɒv bɜː(r)θ/	date de naissance
digital (adjective) **	/ˈdɪdʒɪt(ə)l/	numérique
encourage (verb) ***	/ɪnˈkʌrɪdʒ/	encourager/inciter
foreign (adjective) ***	/ˈfɔːrɪn/	étranger(ère)
half past	/hɑːf pɑːst/	et demie
in the afternoon	/ɪn ðiː ˌɑːftə(r)ˈnuːn/	l'après-midi
in the morning	/ɪn ðə ˈmɔː(r)nɪŋ/	le matin
interview (noun) ***	/ˈɪntə(r),vjuː/	entretien
o'clock (adverb) **	/əʊ klɒk/	heure(s)
passport number (noun)	/ˈpɑːspɔː(r)t nʌmbə(r)/	numéro de passeport
pm (abbreviation)	/piː em/	de l'après-midi/du soir
(a) quarter past	/(ə) ˈkwɔː(r)tə(r) pɑːst/	un quart
(a) quarter to	/(ə) ˈkwɔː(r)tə(r) tʊ/	moins le quart
reference number (noun)	/ˈref(ə)rəns nʌmbə(r)/	numéro de référence

register (verb) ***	/ˈredʒɪstə(r)/	s'inscrire
sharp (adverb) *	/ʃɑː(r)p/	juste/exactement
spell (verb) **	/spel/	épeler
stereotype (noun) *	/ˈsteriəˌtaɪp/	stéréotype
team spirit (noun)	/ti:m ˈspɪrɪt/	esprit d'équipe
Unit 2		
apologize (verb) **	/əˈpɒlədʒaɪz/	s'excuser
call back (verb)	/kɔ:l bæk/	rappeler
connect (verb) ***	/kəˈnekt/	mettre en relation
contact the helpline (expression)	/ˈkɒntækt ðə ˈhelpˌlaɪn/	contacter l'assistance/le numéro d'aide
customer referral (noun)	/ˈkʌstəmə(r) rɪˈfɜːrəl/	recommandation d'un client
customer satisfaction (noun)	/ˈkʌstəmə(r) ˌsætɪsˈfækʃ(ə)n/	satisfaction des clients
deal with complaints (expression)	/di:l wɪð kəmˈpleɪnts/	gérer/traiter les réclamations
delivery date (noun)	/dɪˈlɪv(ə)ri deɪt/	date de livraison
dial a number (expression)	/ˈdaɪəl ə nʌmbə(r)/	composer un numéro
exchange a product (expression)	/ɪksˈtʃeɪndʒ ə ˈprɒdʌkt/	échanger un produit
get back to (someone) (verb)	/get bæk tə (ˈsʌmwʌn)/	revenir vers quelqu'un
get through to (someone) (verb)	/get θruː tə (ˈsʌmwʌn)/	être mis en relation avec/obtenir

give a refund (expression)	/gɪv ə 'ri:fʌnd/	rembourser
greet (verb) **	/gri:t/	saluer
hang up (verb)	/hæŋ 'ʌp/	raccrocher
installation problems (noun)	/,ɪnstə'leɪʃ(ə)n 'prɒbləms/	problèmes d'installation
money-back guarantee (noun)	/'mʌni bæk ,gærən'ti:/	garantie de remboursement
provide technical support (expression)	/prə'vaɪd 'teknɪk(ə)l sə'pɔ:(r)t/	fournir une assistance technique
repeat business (noun)	/rɪ'pi:t 'bɪznəs/	client fidèle/récurrent
return a faulty product (expression)	/rɪ'tɜ:(r)n ə 'fɔ:ltɪ 'prɒdʌkt/	retourner un produit défectueux
returning customer (noun)	/rɪ'tɜ:(r)nɪŋ 'kʌstəmə(r)/	client enregistré/client qui revient
schedule (noun) **	/'ʃedju:l/	agenda
ship a product (verb)	/ʃɪp ə 'prɒdʌkt/	expédier un produit

Unit 3

assemble (verb) **	/ə'semb(ə)l/	assembler
assembly (noun) ***	/ə'sembli/	assemblage
buyer (noun) ***	/'baɪə(r)/	acheteur
check (verb) ***	/tʃek/	inspecter/contrôler
customer (noun) ***	/'kʌstəmə(r)/	client
design (noun) ***	/di'zaɪn/	conception

distribution (noun) **	/,dɪstrɪ'bjʊ:(ə)n/	distribution
extraction (noun)	/ɪk'strækʃ(ə)n/	extraction
forwarder (noun)	/'fɔ:(r)wə(r)də/	transitaire
labour (noun) ***	/'leɪbə(r)/	main d'œuvre
manufacture (verb) **	/,mænʃʊ'fæktʃə(r)/	fabriquer
package (verb) **	/'pækɪdʒ/	conditionner
process (noun) ***	/'prəʊses/	processus
process (verb) **	/'prəʊses/	traiter
purchase (verb) **	/'pɜ:(r)tʃəs/	acheter
purchasing (noun)	/'pɜ:(r)tʃəsɪŋ/	achats
raw materials (noun) *	/rɔ: mə'tɪəriəlz/	matières premières
recycling (noun) *	/ri:'saɪklɪŋ/	recyclage
repair (noun) **	/rɪ'peə(r)/	réparation
retailer (noun) *	/'ri:teɪlə(r)/	revendeur/détaillant
run out of (verb)	/rʌn aʊt əv/	être à court de/manquer de
ship (verb) **	/ʃɪp/	expédier
shipment (noun) *	/'ʃɪpmənt/	expédition
stock (noun) ***	/stɒk/	stock
store (verb) **	/stɔ:(r)/	stocker

supplier (noun) **	/sə'plaiə(r)/	fournisseur
testing (noun) *	/'testɪŋ/	essais/tests
use (noun) ***	/ju:s/	utilisation de/recours à
warehouse (noun) **	/'weə(r),haʊs/	entrepôt/magasin
Unit 4		
ambitious (adjective) **	/æm'biʃəs/	ambitieux(se)
attend an interview (expression)	/ə'tend ən 'intə(r),vjʊ:/	passer un entretien
career path (noun)	/kə'riə(r) pɑ:θ/	parcours professionnelle
CV (noun) *	/,si: 'vi:/	CV
degree (noun) ***	/di'gri:/	diplôme
demanding (adjective) **	/di'mɑ:ndɪŋ/	exigeant(e)
dress smartly (expression)	/dres smɑ:(r)tli/	s'habiller élégamment
earn (verb) ***	/ɜ:(r)n/	gagner
entry-level job (noun)	/'entri 'lev(ə)l dʒɒb/	poste de débutant
flexible (adjective) **	/'fleksəb(ə)l/	souple/flexible
gain experience (expression)	/geɪn ɪk'spiəriəns/	acquérir de l'expérience
get to know (expression)	/get tə nəʊ/	faire connaissance
graduate (verb) *	/'grædʒueɪt/	obtenir un diplôme
grow up (verb)	/grəʊ ʌp/	être grand

hard-working (adjective) *	/hɑ:(r)d 'wɜ:(r)kɪŋ/	travailleur(se)
high school (noun)	/haɪ sku:l/	lycée
intern (noun)	/ɪn'tɜ:(r)n/	stagiaire
internship (noun)	/'ɪntɜ:(r)n,ʃɪp/	stage
job ad (noun)	/dʒɒb æd/	offre d'emploi
job fair	/dʒɒb feə(r)/	salon de l'emploi
lazy (adjective) **	/'leɪzi/	paresseux(se)
look to hire (expression)	/lʊk tə 'haɪə(r)/	chercher à recruter
loyal (adjective) **	/'lɔɪəl/	loyal
make a good impression (expression)	/meɪk ə ɡʊd ɪm'preʃ(ə)n/	faire bonne impression
management trainee (noun)	/'mænɪdʒmənt ,treɪ'ni:/	stagiaire en gestion
optimistic (adjective) **	/,ɒptɪ'mɪstɪk/	optimiste
organized (adjective) *	/'ɔ:(r)ɡənəɪzd/	organisé(e)
pessimistic (adjective) *	/,pesə'mɪstɪk/	pessimiste
primary school (noun) *	/'praɪməri sku:l/	école primaire
qualification (noun) ***	/,kwɒlɪfi'keɪʃ(ə)n/	qualification
résumé (noun)	/'rɪzju:meɪ/	CV

strengths (noun)	/streŋθs/	points forts
time management (noun)	/taɪm 'mæɪnɪdʒmənt/	gestion du temps
tolerant (adjective)	/'tɒlərənt/	tolérant(e)
weaknesses (noun)	/'wi:kneəsəs/	points faibles
work abroad (expression)	/wɜ:(r)k ə'brɔ:d/	travailler à l'étranger
work placement (noun)	/wɜ:(r)k 'pleɪsmənt/	placement professionnel

Unit 5

advertising campaign (noun)	/'ædvə(r), taɪzɪŋ kæm'peɪn/	campagne publicitaire
AIDA (Awareness, Interest, Desire, Action)	/eɪ aɪ di: eɪ (ə'weə(r)nəs, 'ɪntrəst, dɪ'zaɪə(r), 'ækʃ(ə)n)/	l'AIDA (attention, intérêt, désir, action)
analyze the company's needs (expression)	/'ænəlaɪz ðə 'kʌmp(ə)nɪz ni:dz/	analyser les besoins de la société
billboard (noun)	/'bɪl,bɔ:(r)d/	panneau d'affichage
buy space (expression)	/baɪ speɪs/	acheter un espace (publicitaire)
a comfortable car (expression)	/ə 'kʌmfətəb(ə)l kɑ:(r)/	une voiture confortable
commission (noun) ***	/kə'mɪʃ(ə)n/	commission
deal with any objections (expression)	/di:l wɪð 'eni əb'dʒekʃ(ə)nz/	traiter les objections/contestations
distribution (noun) **	/,dɪstrɪ'bju:ʃ(ə)n/	distribution
enter a new market (expression)	/'entə(r) ə nju: 'mɑ:(r)kɪt/	s'implanter sur un nouveau marché

features and benefits	/ 'fi:tʃə(r)z ən 'benɪfɪts/	caractéristiques et avantages
financing (verb)	/ 'faɪnænsɪŋ/	financement
free software (expression)	/fri: 'sɒf(t),weə(r)/	logiciel libre
friendly customers (expression)	/ 'fren(d)li 'kʌstəmə(r)z/	aimable clientèle/clients agréables
give a product demonstration (expression)	/gɪv ə 'prɒdʌkt ,demən'streɪʃ(ə)n/	faire une démonstration de produit
good value for money (expression)	/gʊd 'vælju: fə(r) 'mʌni/	bon rapport qualité / prix
a great product (expression)	/ə greɪt 'prɒdʌkt/	produit exceptionnel
increase market share (expression)	/ɪn 'kri:s 'mɑ:(r)kɪt ʃeə(r)/	accroître les parts de marché
launch a new product (expression)	/lɔ:ntʃ ə nju: 'prɒdʌkt/	lancer un nouveau produit
marketing information management (noun)	/ 'mɑ:(r)kɪtɪŋ ,ɪnfə(r)'meɪʃ(ə)n 'mæɪnɪdʒmənt/	gestion des informations de marketing
obtain personal recommendations (expression)	/əb'teɪn 'pɜ:(r)s(ə)nəl ,rekəmen'deɪʃ(ə)nz/	obtenir des recommandations personnelles
pricing (noun)	/ 'praɪsɪŋ/	fixation des prix
a private office	/ə 'praɪvət 'ɒfɪs/	bureau privé
product management (noun)	/ 'prɒdʌkt 'mæɪnɪdʒmənt/	gestion produits
promotion (noun)	/prə'məʊʃ(ə)n/	promotion

raise awareness (expression)	/reɪz ə 'weə(r)nəs/	sensibiliser
run a campaign (expression)	/rʌn ə kæm'peɪn/	mener une campagne
selling (noun)	/'selɪŋ/	vente
send a quotation (expression)	/send ə kwɔt'seɪʃ(ə)n/	envoyer une offre/un devis
USP (noun)	/ju: es pi:/	proposition/point de vente unique
word of mouth (expression)	/wɜ:(r)d əv maʊθ/	le bouche à oreille
write a proposal (expression)	/raɪt ə prə'pɔz(ə)l/	établir une proposition

Unit 6

acquisition (noun) **	/,ækwi'zɪʃ(ə)n/	acquisition
board (noun) ***	/bɔ:(r)d/	conseil d'administration
buyout (noun)	/'baɪaʊt/	rachat (d'entreprise)
CEO (noun)	/si: i: əʊ/	directeur général
chairman (noun) ***	/'tʃeə(r)mən/	président
co-worker (noun)	/kəʊ 'wɜ:(r)kə(r)/	collaborateur/collègue
debt (noun) ***	/det/	dette
director (noun) ***	/daɪ'rektə(r)/	directeur
employee (noun) ***	/ɪm'plɔɪi:/	employé/salarié
founder (noun) *	/'faʊndə(r)/	fondateur

franchise (noun) *	/ˈfræntʃaɪz/	franchise
franchisee (noun)	/ˌfræntʃaɪˈziː/	franchisé
franchiser (noun)	/ˈfræntʃaɪzə(r)/	franchiseur
joint venture (noun)	/dʒɔɪnt ˈventʃə(r)/	joint-venture
manager (noun) ***	/ˈmænɪdʒə(r)/	responsable
merger (noun) *	/ˈmɜː(r)dʒə(r)/	fusion
MD (managing director) (noun) *	/em diː (ˈmænɪdʒɪŋ daɪˈrektə(r)/	directeur général
NPO (non-profit organization) (noun)	/en piː əʊ (nɒn ˈprɒfɪt ˌɔː(r)gənəɪˈzeɪʃ(ə)n)/	organisme à but non lucratif
owner (noun) ***	/ˈəʊnə(r)/	propriétaire
partner (noun) ***	/ˈpɑː(r)tənə(r)/	associé
partnership (noun) ***	/ˈpɑː(r)tənə(r)ʃɪp/	association/cabinet
president (noun) ***	/ˈprezɪdənt/	président
private limited company (noun)		société à responsabilité limitée
public limited company (plc) (noun)		société anonyme
responsible (adjective) ***	/rɪˌspɒnsəˈbɪləti/	responsable

risky (adjective) *	/ˈrɪski/	risqué(e)
shareholder (noun) **	/ˈʃeə(r), həʊldə(r)/	actionnaire
sole trader (noun)	/səʊl ˈtreɪdər/	entreprise individuelle/travailleur indépendant
staff (noun) ***	/stɑːf/	personnel
start-up (noun)	/ˈstɑː(r)t ʌp/	start-up
takeover (noun) **	/ˈteɪk, əʊvə(r)/	rachat

Unit 7

30 days' credit (expression)	/ˈθɜː(r)ti deɪz ˈkredit/	crédit de 30 jours
account (noun) ***	/əˈkaʊnt/	compte
breakeven point (noun)	/ˈbreɪk, iːv(ə)n pɔɪnt/	point de rentabilité
cash (noun) ***	/kæʃ/	liquide/liquidités
cash on delivery (expression)	/kæʃ ɒn dɪˈlɪv(ə)ri/	contre-remboursement
cheque (noun)	/tʃek/	chèque
cost of goods sold (COGS)	/kɒst əv ɡʊdz səʊld (si: əʊ dʒi: es)/	coût des biens vendus
credit card (noun) **	/ˈkredit kɑː(r)d/	carte de crédit
deposit (noun) **	/dɪˈpɒzɪt/	acompte

early payment discount (noun)	/ˈɜː(r)li ˈpeɪmənt ˈdɪsˌkaʊnt/	remise pour paiement comptant
electronic transfer (noun)	/ˌelekˈtrɒnɪk trænˈsɜː(r)/	virement bancaire
fixed costs (noun)	/fɪkst kɒsts/	coûts fixes
gross margin (noun)	/grɒs ˈmɑː(r)dʒɪn/	marge brute
interest (noun) ***	/ˈɪnrəst/	intérêts
invoice (noun)	/ˈɪnvɔɪs/	facture
loss (noun) ***	/lɒs/	perte
net income (noun)	/net ˈɪnkʌm/	bénéfice net
operating expenses (noun)	/ˈɒpəreɪtɪŋ ɪkˈspensɪz/	charges d'exploitation
operating profit (noun)	/ˈɒpəreɪtɪŋ ˈprɒfɪt/	bénéfice d'exploitation
outstanding balance (noun)	/aʊtˈstændɪŋ ˈbæləns/	solde restant dû
overdue (adjective)	/ˌəʊvə(r)ˈdjuː/	en souffrance/en attente de paiement
overheads (noun) *	/ˈəʊvə(r)ˌhedz/	frais généraux
owe (verb) ***	/əʊ/	devoir
payment in advance	/ˈpeɪmənt ɪn ədˈvɑːns/	paiement d'avance
PayPal (noun)	/peɪpæl/	Paypal
profit (noun) ***	/ˈprɒfɪt	bénéfice
profit margin (noun)	/ˈprɒfɪt ˈmɑː(r)dʒɪn/	marge bénéficiaire

revenue (noun) **	/ˈrevənjuː/	recettes
settle (the balance) (verb) ***	/ˈset(ə)l (ðə ˈbæləns)/	régler
standing order (noun)	/ˈstændɪŋ ˈɔː(r)də(r)/	ordre permanent
terms and conditions (noun)	/tɜː(r)mz ənd kənˈdɪʃ(ə)nz/	conditions
turnover (noun) **	/ˈtɜː(r)n,əʊvə(r)/	chiffre d'affaire
variable costs (noun)	/ˈveəriəb(ə)l kɒsts/	coûts variables
Unit 8		
ahead of schedule (expression)	/əˈhed əv ˈʃedjuːl/	en avance (sur le calendrier)
behind schedule (expression)	/bɪˈhaɪnd ˈʃedjuːl/	en retard (sur le calendrier)
brand name (noun) *	/brænd neɪm/	marque
business model (noun)	/ˈbɪznəs ˈmɒd(ə)l/	modèle économique
buy a franchise (expression)	/baɪ ə ˈfræntʃaɪz/	acheter une franchise
do training (expression)	/duː ˈtreɪnɪŋ/	avoir/faire une formation
exceed a budget (expression)	/ɪkˈsiːd ə ˈbʌdʒɪt/	dépasser un budget
find premises (expression)	/faɪnd ˈpremɪsɪz/	trouver des locaux
follow a manual (expression)	/ˈfɒləʊ ə ˈmænjʊəl/	suivre un manuel

franchise fee (noun)	/ˈfræntʃaɪz fiː/	redevance de franchise
hire staff (expression)	/ˈhaɪə(r) stɑːf/	embaucher du personnel
make investments (expression)	/meɪk ɪnˈves(t)mənts/	faire/réaliser des investissements
management fee (noun)	/ˈmænɪdʒmənt fiː/	honoraires de gestion
meet a deadline (expression)	/miːt ə ˈded,laɪn/	respecter un délai
miss a deadline (expression)	/mɪs ə ˈded,laɪn/	ne pas respecter un délai
obtain a loan (expression)	/əbˈteɪn ə ləʊn/	obtenir un emprunt
on budget (expression)	/ɒn ˈbʌdʒɪt/	dans le budget
on schedule (expression)	/ɒn ˈʃedjuːl/	dans les délais
open an outlet (expression)	/ˈəʊpən ən ˈaʊt,let/	ouvrir une boutique
order stock (expression)	/ˈɔː(r)də(r) stɒk/	commander du stock/approvisionner
raise capital (expression)	/reɪz ˈkæpɪt(ə)l/	lever des capitaux
register a company (expression)	/ˈredʒɪstə(r) ə ˈkʌmp(ə)ni/	déclarer une société
sign an agreement (expression)	/saɪn ən ə ˈɡriːmənt/	signer un accord/contrat
source suppliers (expression)	/sɔː(r)s səˈplaɪə(r)z/	trouver des fournisseurs
stay within budget (expression)	/steɪ wɪðˈɪn ˈbʌdʒɪt/	respecter le budget

train staff (expression) /treɪn stɑːf/ former le personnel

under budget (expression) /'ʌndə(r) 'bʌdʒɪt/ en deçà du budget

Definition

8 o'clock in the morning
in or to a foreign country

used after a time for showing that it is between midnight and noon
an analogue watch or clock shows the time using hands (= long parts that move round) that point to numbers instead of numbers that change every second

during the part of each 24-hour period when it is dark

someone who works in the same organization or department as you
the day, month, and year when you were born
a digital clock or instrument shows information as a row of numbers
to give someone confidence or hope

from another country, or in another country

thirty minutes after an hour
during the period of time between the middle of the day and the beginning of the evening

during the period of time between midnight and midday
a formal meeting in which someone asks you questions to find out if you are suitable for a job, course of study, etc.

used for saying what time it is when a clock shows the exact hour
the unique number on an official document containing your photograph and showing which country you are a citizen of

used after a time for showing that it is between noon and midnight

fifteen minutes after an hour
fifteen minutes before an hour

a set of numbers or letters on a document such as a business letter, used so that people know what it relates to

Example sentence

After one or two years working abroad, 90% of our clients find a permanent job in less than one month.

We have a coffee break at 11am.

I couldn't tell the time on an analogue clock until I was ten years old!

In addition, numerous guests complained about loud music and shouting late at night.

Do British colleagues shake hands every morning?

Write your date of birth next to your name.

My sister gave me a digital watch for my birthday.

Now I work in an international team in Paris, and I encourage everyone to do things together.

Foreign suppliers offer lower prices, but local workers could lose jobs.

I usually wake up about half past seven.

First of all, Tween 'n' Dream only opens in the afternoons.

What time do you wake up in the morning?

When I came back to London, I had three interviews.

On Saturdays, I wake up after ten o'clock.

I just need your dates of birth and passport numbers, please.

My return flight is on Tuesday 4 December at 10pm.

They arrived at a quarter past three.

I'll pick you up at a quarter to seven, okay?

Your course reference numbers are on your badges.

to put your name and other information on an official list in order to be allowed to vote, study, stay in a hotel, etc.	Where do we go to register?
at a particular time exactly	I don't want to be late, so let's meet at six o'clock sharp.
to say or write the letters of a word in the correct order	Can you spell that, please?
a very firm and simple idea about what a particular type of person or thing is like	Do you believe in cultural stereotypes?
an enthusiastic attitude towards working or playing together with other people as a team	In China, team spirit is very important.
to tell someone that you are sorry for doing something wrong or for causing a problem	Please ask the tour manager to write to Alice Chang to apologize.
to telephone someone again, or to telephone someone who telephoned you earlier	You should offer to call back later, or invite the customer to return your call.
to make it possible for someone to communicate using a telephone or computer network	Be friendly to the person who can connect you. They could be your next customer!
to call a telephone service provided by an organization to give information and support	If you contact the helpline, they can provide technical support.
the act of giving a business the details of a customer they might be able to sell goods or services to	I've got a great customer referral for you if you're interested?
a measure of how happy customers feel when they do business with a company	In business, it's important to keep a high level of customer satisfaction.
to respond to and take action when people say that they are not satisfied with something	If there are delivery problems, the company must deal with complaints politely and efficiently.
the date on which goods that have been bought will arrive at a place	It is important to agree on a delivery date that fits the customer's schedule.
to press the buttons, or to turn the dial, on a telephone in order to call someone	Think about what you want to say before you dial a number.
to change something that you have bought for another thing of a similar type or value, for example because it is damaged	Will they let you exchange a product if you're not happy with it?
to phone, write or speak to someone at a later time because you were busy or could not answer their question earlier	If you don't have the information your customer needs, promise to get back to them, and give a specific time.
to succeed in talking to someone on the phone	If they put you on hold, keep smiling while you wait so that you are ready when you get through to the customer.

to give someone their money again, especially because they have paid too much for something or have decided they do not want it

If I don't like it, can you give a refund?

to behave in a polite or friendly way towards someone when you meet them or start speaking to them

Greet the customer warmly.

to stop using a telephone at the end of a conversation

Before you say goodbye and hang up, tell them the next step.

difficulties related to the process of putting new equipment in place and making it ready for use

I've just received my new Internet box, but I'm having installation problems.

a promise by a shop or company to give you back your money if you are not satisfied with something that you bought

I ordered a new TV from a website that has a money-back guarantee.

to give advice, usually over the phone, to help customers who are having problems using a computer or other products

Make sure you have a helpline to provide technical support if customers have any problems.

customers who buy products or services from a particular business more than once

It is more expensive to find new customers than to get repeat business.

to send something back to a company because it is not working correctly or was not made correctly

If you return the faulty product, we'll give you a full refund.

a person or company that buys goods or services from a particular business more than once

She's a returning customer, so be extra polite!

a plan of activities or events and when they will happen

What is on Einstein's schedule next week?

to send a customer something they have bought, usually by air or land

How long does it take to ship a product from the UK to Hong Kong?

to build something, for example furniture, by putting all its parts together

The toy parts are assembled and packaged in Lasseter's factory.

the process of building something by putting all its parts together

After painting, the parts go to assembly, on your right, opposite the warehouse.

someone whose job is to choose and buy goods for a large store, factory or shop to sell

The factory's buyers purchase the raw materials from specialist suppliers.

to examine something in order to find out whether it is how it should be

The materials are delivered and checked for quality.

a person or company that buys goods or services

The 'right' product is exactly the product that the customer needs or wants and can't buy from another manufacturer.

the process of deciding how something will be made, including how it will work and what it will look like

Our USP is our original designs.

the process of supplying goods from one central place to shops	How are the goods delivered to the distribution centre?
the process of obtaining or taking out a substance or resource by using a special method	The cycle begins when raw materials like iron ore, trees or oil are extracted from the ground or from the sea. This is called extraction.
a company that arranges for goods to be transported, especially to another country	The goods are stocked in the forwarder's warehouse, not on the factory site.
the workers in a particular country, industry or company considered as a group	Labour is expensive, so there are more machines than workers.
to make goods in large quantities in a factory	In-one Ltd manufactures golf balls in South Wales.
to put things into boxes or wrap them so that they can be sold	After they are inspected, the finished goods are packaged.
a series of actions that have a particular result	Using automated systems, all the key business processes are integrated into a single system.
to treat a substance with chemicals or machines in order to make something	Raw materials are processed to make materials like steel, wood or plastic.
to buy something	Would you like to purchase something today, madam?
the activity of buying supplies for a company	It's Jake's job to coordinate purchasing, production, packaging, shipping and cashflow.
substances such as coal or iron that are in their natural state before being changed by chemical processes	Lasseter has no raw materials, too many customers and too much cash.
the process of changing waste materials such as newspapers and bottles so that they can be used again	Finally, in the recycling stage, the product is recycled at the end of its useful life.
work that is done to fix something that is broken or damaged	Are there any repairs to do?
a person or company that sells goods directly to the public for their own use	Every year, In-one ships several million golf balls to retailers.
to use all of something and not have any left	Stock is managed carefully so that the factory can never run out of materials.
to send goods to customers usually by air or land	After the toy parts are assembled, Smalltruck Ltd (another logistics company) ships them to toy shops.
the process of taking goods from one place to another	Finally, your order is shipped and an email is sent to confirm the shipment date.
an amount of something that you keep so that you can use it when you need it	Lasseter has no stock, no cash and no customers.
to keep something in a particular place	Materials are stored near the production area.

a company, organization or country that supplies or sells a product or a service	Sharing information helps suppliers, but it can give competitors an advantage.
the activity of giving someone or something an examination, or of checking something to find out if it works	The testing department is over there in the opposite corner, next to the painting.
the act of using something	Their unnecessary use of force has endangered peace efforts.
a big building where large amounts of goods are stored	The store is on the right, between the entrance and the warehouse.
determined to be successful, rich, famous, etc.	Are you an ambitious person?
to be present at a formal meeting in which someone asks you questions to find out if you are suitable for a job, course of study, etc.	Annie asked me to attend an interview in Dublin, so I was confident that my name was on the shortlist.
the way that you progress in your work, either in one job or in a series of jobs	Entry-level jobs allow you to take the first step on your career path to promotion and management positions.
curriculum vitae: a document giving details of your qualifications and the jobs you have had in the past that you send to someone when you are applying for a job. The American word is résumé	I think I made a good impressions because Julie asked for my CV.
a course of study at a university, or the qualification that you get after completing the course	My degree was in geography, I graduated two years ago.
a demanding person needs a lot of attention and is not easily pleased or satisfied	Young children can be very demanding.
to put on clothes which are clean and neat in appearance , especially in a slightly formal way	Always dress smartly when you attend an interview.
to receive money for work that you do	I worked abroad for a year to earn money and improve my résumé.
an entry-level job is at the lowest level in a company or organization	Almost any entry-level job will allow you to gain experience and be promoted to a better position.
able to make changes or deal with a situation that is changing	Are your schedules flexible?
to get more knowledge and skill by spending time doing a job or activity	At the beginning of your career, the most important thing is to find a job, any job where you can gain experience and develop your skills.
to start to be familiar with someone or something	An interview is the opportunity for the company to get to know you, and for you to make a good impression.
to complete your studies at a university or college, usually by getting a degree	When I graduated, I wanted a job with an international hotel chain.
to change from being a baby or young child to being an older child or adult	When I grow up, I want to be a doctor.

a hard-working person puts a lot of effort into their work	OK. So are you hard-working?
in the US, a school for children between the ages of 14 and 18	I went to primary school in the country and high school in London.
a student, or someone who has recently obtained a degree, who works in a job in order to get experience	I did a work placement in my third year. I was an intern at EDF.
a job that a student or someone who has recently obtained a degree takes in order to get experience	Why do you want to apply for an internship?
an announcement in a newspaper, on the Internet, etc. inviting people to apply for a job that is available	Read the job ads in newspapers, magazines and online.
an event at which people looking for a job can meet possible employers	I was working in an insurance company in Brussels when I read about a virtual job fair.
not willing to work or do any activity that needs effort	When revenues are down, sales blame marketing for not understanding their customers; marketing say sales are incompetent or lazy.
to try to employ someone to do a particular job	Visit job fairs to see what sort of jobs employers are offering and what kind of people they are looking to hire.
willing to support, work for, or be a friend to someone, even in difficult times	I'm ambitious, but I'm also very loyal and very hard-working.
to give people a positive opinion about you because of the way that you look, speak or behave	Did she make a good impression in her interview?
someone who is training for a job in which they will organize and control the work of a business or organization	I'm a management trainee with an engineering company.
someone who is optimistic is hopeful about the future and tends to expect that good things will happen	I'm optimistic about the future.
an organized person arranges and plans activities carefully and effectively	I handled the team's budget, organized matches and ran events.
thinking that the worst thing will happen in every situation	I'm rarely pessimistic – except at exam time!
a school for children between the ages of four or five and eleven. In the UK, primary schools are sometimes divided into an infant school for the youngest children and a junior school	My son did not enjoy his first year of primary school.
something such as a degree or a diploma that you get when you successfully finish a course of study	Interviewers are only interested in skills and qualifications, not in how you look.
a CV	My address, email and telephone numbers are all in my CV, um, in my résumé.

the things that someone does very well
the practice of using your time effectively, and the study of this

willing to accept someone else's beliefs, way of life, etc. without criticizing them, even if you disagree with them
the things that someone does not do very well

to have a job in a foreign country
a temporary job that you do as part of a course of study in order to get practical training and experience

a series of things such as television advertisements or posters that try to persuade people to buy a product
attention, interest, desire, action: a process used to sell a product or service, which involves getting a customer's attention, making them interested in it, making them want it, and then making them buy it
to study or examine what is necessary in order for a company to be successful

a large board for advertisements in an outside public place

to pay money to use space in a newspaper or magazine, or on television, etc. in order to publish information or advertise a product
a car which is pleasant to drive and travel in

an extra amount of money that you earn in your job every time you sell a product or get a new customer
to take action when people say that they disapprove of something or disagree with it
the process of supplying goods from one central place to shops

to start to sell products in a particular place or to a particular group of people

Please describe your strengths and weaknesses.

I'm terribly disorganized. You have no idea! But I'm working on my time management skills!

I'm a very flexible and tolerant person.

Almost every interviewer will ask you about your strengths and weaknesses.

Are you prepared to work abroad?

I enjoyed my work placement; it was a really good experience.

We used advertising campaigns to build brand image.

Many campaigns follow the AIDA formula, it's really effective!

I always analyse the company's needs first.

Our company buys space on billboards so that our customers can see our message.

We usually buy space in press ads and on TV.

You have such a comfortable car!

If you sell a car for more than £5,000 you get 10% commission!

An important part of the selling process is dealing any objections the customer has and answering their questions.

The final stage of our process is distribution, our bread is taken to a wholesale distribution centre and then it is delivered to shops.

Advertising is extremely expensive, so companies only run a campaign when they enter a new market or launch a new product.

the things that make a product, machine, or system different, and usually better, than others of a similar type
paying for or providing funding for something such as a large project
programs used by computers for doing particular jobs which do not cost anything
people who buy goods and services and are pleasant and helpful

to show people how a product works or how to use it

something that is good value for money is worth a large amount compared to the money that it costs
something that is produced and sold and is very good or successful

to make larger the percentage of the total amount of sales of a particular product that a company has
to start selling a new product to the public

the process of collecting, organizing, storing and providing information related to marketing within a company or organization

to persuade people to say publicly that a particular product or service is good and to suggest that others use it

decisions that a company makes about the prices it charges for goods or services

an office that is used only by a particular person or group, or available only to them

the process of planning and control of the marketing of a particular product or service, or of a company's products or services in general

the process of attracting people's attention to a product or event, for example by advertising

Our product has features and benefits that no similar product has.

We need to arrange the financing through our bank.
We save money by using free software.

It's always helpful to have friendly customers!

When selling to new customers, I usually give a product demonstration first.

We don't usually need to offer discounts, because our product is good value for money.
We've got a great product with a really good USP.

Some companies use advertising to increase market share and reach new customers.
Our company is creating a new advertising campaign to launch our new product.

Jenna is in charge of market information for our firm.

More and more advertisers are developing strategies to obtain personal recommendations via social media.

We have a very efficient pricing strategy.

One of the main benefits of my job is my private office.

I'm in charge of product management.

We need information from both sales and marketing to make promotion more effective.

to increase people's knowledge or understanding of a subject, issue or situation	When we start an advertising campaign, the first thing we do is raise awareness in order to make sure more consumers are aware of our product and what it does.
to control and organize a series of things such as television advertisements or posters that try to persuade people to buy a product	Our company is entering a new market next year so we will have to run a campaign before then.
the job or skill of persuading people to buy things	The team responsible for selling are all great communicators.
to give someone the price that you will charge them for doing a particular piece of work	When will the seller send a quotation?
unique selling proposition, or unique selling point: the thing that makes a product or service special or different from others	What is the USP?
communication that consists of comments that people make to each other in an informal way, not formal communication such as news reports and advertisements	Everyone agrees the best form of advertising is word of mouth.
to create a plan or suggestion, especially a formal one that a group has to consider	I'm going to write a proposal to present to management tomorrow.
a company that is bought by another company	I'm going to be in charge of managing our company's new acquisition.
a group of people who have the responsibility of managing important business or government activities	The board wants Aileen to present a new advertisement this month.
a situation in which the managers or people employed in a company take control of it by buying all of its shares	Recently, we have had many buyouts in our area.
Chief Executive Officer: the most senior manager in a company who has more authority than anyone else and is responsible for its success	I was just made CEO of our company!
the person in charge of a large organization or company	The chairman is retiring next month.
someone who works with you, especially someone with a similar position or status in an organization	What sort of relationships do employees have with managers and with co-workers in China?
an amount of money that you owe	I set up the business and bought the equipment with my own money, so we have no debt.
someone whose job is to manage all or part of a company, organization or institution	I usually have to visit the directors office on a daily basis for meetings.
someone who is paid regularly to work for a person or an organization	Employees are given training in business ethics.
someone who starts a school, organization, business or community	What are the names of the founders of Google?

a formal agreement for someone to sell a company's products or services in a particular place, in exchange for a payment or part of the profits; also a business that operates under a franchise system

a person or company that has the franchise to sell a particular type of goods or services

a business that sells franchises

an agreement between two companies to work together on a particular job, usually in order to share any risk involved

someone whose job is to organize and control the work of a business or organization or a part of it

the process of combining two companies or organizations to form a bigger one

the person with the most senior position in a company and with the responsibility for managing all of it

a non-profit organization works to help people in some way rather than to make a profit

someone who owns something

one of two or more people who own a company and share its profits and losses. A business owned in this way is called a partnership, and is usually one that provides professional services such as giving legal and financial advice

a company owned by two or more partners

the person in charge of a business or university

a type of company whose shares are not traded on a stock market and may only be sold if other shareholders agree

in the UK, a company in which people can invest their money. It has plc at the end of its name

someone who is responsible for someone or something is in charge of them and must make sure that what they do or what happens to them is right or satisfactory

Our management training franchise recently opened ten new offices in Brazil.

A US franchise was surprised that a local law allowed Moscow franchisees to ignore its prices.

The franchiser receives a percentage of the outlet's sales revenue.

Our company is in a joint venture with one of our previous rivals.

My manager is impressed because the working environment is friendly and productive.

The industry's wave of mergers and acquisitions continues.

The managing director is moving to a different company.

The YMCA is an NPO – a non-profit organization – that focuses on youth development.

We are the owners of an e-business that sells photographic equipment to customers all over the world.

Our firm has 5 partners.

My doctor works in a partnership. There are two other doctors and a physiotherapist.

I was President of the Salsa Society. We organized dances and competitions.

I often eat at a local Indian restaurant. It's a private limited company, owned and run by one family.

My father invested some money in Marks & Spencer. It's a well-known public limited company.

Megan Smith, who is responsible for sales, wants to be paid commission instead of a salary.

involving the possibility of danger, harm, or failure
someone who owns shares in a company

a person who owns and operates a business alone

the people who work for a particular company, organization or institution: can
be followed by a singular or plural verb

the process of starting a business or other activity

a situation in which one company takes control of another company by buying
a majority of its shares

an arrangement to receive goods from a shop and pay for it 30 days later

a record showing how much you owe a shop or other business for goods or
services that you have received

the point at which a business starts to make as much money as it has spent on
a particular product, activity, etc.

money in the form of notes and coins

a method of doing business in which a company will transport goods to a
customer and take payment for the goods at the time they are given to the
customer

a piece of printed paper that you can use instead of money to pay for things.
The American word is check

the costs directly related to producing goods, rather than overheads (= regular
costs, such as rent and heating)

a small plastic card that you use to buy things now and pay for them later. A
similar card that you use to pay for things directly from your bank account is
called a debit card

a first payment that you make when you agree to buy something expensive
such as a car or house. The rest of the money that you pay later is called the
balance

I'm not going to start my own business – it's too risky.

Our employees are looking for a way they can satisfy more customers and
create more value for shareholders.

My hairdresser has her own business. She's a sole trader.

A lot of staff have childcare problems.

Do you need someone to invest in your start-up?

There were a number of takeovers this year.

Sorry, we can't give a bigger discount for 1,000 pieces. But we could help you
with the terms of payment –perhaps another 30 days' credit?

I'll settle my account with them soon.

Sales of 500 pieces are just enough to reach breakeven point.

Lasseter has no stock, no cash and no customers.

We have adapted a policy of cash on delivery.

I'm sorry, we don't accept cheques.

Eric's variable costs, or cost of goods sold (COGS), are €12 per piece.

Do you want to pay in cash or by credit card?

We will cancel your order if we do not receive your deposit within two weeks.

a reduction in the price of something given to a person or company for paying quickly

a payment made directly from one bank account to another
costs such as rent that a company has to pay that does not depend on how much it produces

gross profit expressed as a percentage

money that a person or institution such as a bank charges you for lending you money

a document giving details of goods or services that someone has bought and must pay for

money that a person, company, organization, etc. loses when it spends more than it earns

the total income of a company after all tax and other costs have been paid

the usual costs involved in running a business but not including the costs of producing the goods to be sold

the profit that a company makes from its normal activities of selling goods or services

the amount of money that you owe after paying part of the cost of something

if something is overdue, it should have been done before now

money that you pay regularly as the costs of operating a business or organization

if you owe someone money, you have to give them a particular amount of money because you have bought something from them or have borrowed money from them. Money that you owe is called a debt

the act of paying for goods or services before you receive them

a system that allows payments to be made using the Internet

money that you make by selling something or from your business, especially

the difference between how much money you get when you sell something and how much it costs you to buy or make it.

An early payment discount is part of our payment terms.

The money was received through electronic transfer.

Fixed costs are increasing.

The gross margin on each flash drive is 50%.

He will probably accept a 30% cash payment, with the balance payable over five years, plus interest of about 5%.

If you look on the back of your invoice, Mr Jones, everything is explained in black and white.

We made a net loss, but that was only because of depreciation on the machines.

He paid €25,000 in taxes (25%), which left net income of €75,000.

We have had very little operating expenses these past months.

Doug declared an operating profit of €100,000.

The outstanding balance is very minimal.

As discussed by telephone, our invoice number 56/4872 for \$7,089 is overdue.

Will overheads increase next year?

How much money do you owe?

We received your payment in advance yesterday.

If you are going to buy that online, make sure you use PayPal!

I'm sure I could make more profit by selling other products.

I'm presenting an overview of our current profit margins tomorrow.

income from business activities or taxes

When revenues are down, sales blame marketing for not understanding their customers.

to pay all the money that you owe to a particular person or company

Can you please settle this account immediately?

an instruction that you give a bank to take a particular amount of money out of your account on a particular day, usually each month, to pay a person or organization for you. A direct debit is a similar arrangement, except that the amount can change and is decided by the person who you are paying

Our company has a standing order with your bank.

arrangements, requirements and rules that you accept when you buy or sell something

You need to make sure you go over all the terms and conditions prior to sales!

the value of the goods and services that a company sells in a particular period of time

Eric sells 500 flash drives per year, so his turnover is €12,000.

costs that change according to how much of a product is made

Families and companies can usually reduce variable costs easily.

at an earlier time than was planned or arranged

Project A is ahead of schedule but over budget.

at a later time than was planned or arranged

Which project is under budget but behind schedule?

the name that a company chooses for its particular brand of product

This payment covers the right to use the brand name and the business model for a specified number of years.

a description of the different parts of a business or organization showing how they will work together successfully to make money

The business model is perfect for markets where local entrepreneurs have limited skills and experience.

to pay money as part of a formal agreement to sell a company's products or services in a particular place

I would like to buy a franchise in my local area.

to teach or learn how to do a particular job or activity

Have they new employees done training yet?

to spend more money than you have, or more than you planned to spend

We need to increase productivity but we cannot exceed the budget.

to look for and find buildings and land that a business or organization can use

Have they found premises yet?

to do what is suggested by a book that contains instructions

If we don't follow a manual, we won't be as organised as we need to be!

<p>an amount of money that you pay to a company as part of an agreement to sell a their products or services</p> <p>to pay people to work for you</p> <p>to use your money with the aim of making a profit from it, for example by buying property or buying shares in a company</p> <p>an amount of money that you pay to a person or company that manages a business, property or money for another person or organization</p>	<p>Our franchise fee is just \$20,000 and includes two weeks' training in South Africa.</p> <p>In this company, we hire staff internationally.</p> <p>I'm going to make investments in several start ups this month.</p> <p>After the business is open, there is a monthly management fee to pay.</p>
<p>to finish work at the time or by a date that has been previously agreed</p>	<p>Some people just don't seem to be able to meet a deadline, ridiculous!</p>
<p>to finish work after the time or date that was previously agreed</p>	<p>We will fall behind schedule if you miss a deadline.</p>
<p>to borrow an amount of money, especially from the bank</p> <p>spending only as much money as you have, or as much as you planned to spend</p>	<p>In order to start my own business I will need to obtain a loan.</p> <p>Project D is ahead of schedule and on budget.</p>
<p>at the right time, not early or late</p> <p>to open a shop where a particular product is sold</p>	<p>Project H is on schedule and under budget.</p> <p>My brother plans to open an outlet, but he needs a loan.</p>
<p>to order products so that they will be delivered to you and you can sell them</p>	<p>It is your job to order stock this weekend.</p>
<p>to collect money for a particular purpose</p>	<p>A local entrepreneur who wants to open an international franchise needs to raise capital in order to register a company and pay the franchise fee.</p>
<p>to put the name of a company on an official list or record</p>	<p>You need to register the company before you can begin sales.</p>
<p>to write your full name on a document that contains details of arrangement or decision in order to show that you agree with what is written in it</p>	<p>I am signing an agreement with the director today.</p>
<p>to find a company, organization or country that supplies or sells a product or a service</p>	<p>Franchisees can source suppliers themselves.</p>
<p>to spend only as much money as you have, or as much as you planned to spend</p>	<p>If we want to make a profit we need to stay within budget.</p>

to teach the people who work for a particular company to do a particular job or We will be closed this weekend because we need to train staff.
activity

spending less money than you have, or less than you planned to spend

Which project is under budget and ahead of schedule?