

| Word   | Phonetics   | Translation  | Definition  | Example sentence   |
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| <b>Unit 1</b>  |   | <b>Раздел 1</b>  |   |  |
| 0800 hours (24-hour clock)<br>abroad (adverb) ***  | /ˈeɪ eɪtˈhʌndrəd ˈɑːʊə(r)z/<br>/əˈbrɔːd/  | 8 часов утра<br>за границей  | 8 o'clock in the morning<br>in or to a foreign country  | After one or two years working abroad, 90% of our clients find a permanent job in less than one month.<br>We have a coffee break at 11am.<br>I couldn't tell the time on an analogue clock until I was ten years old!                                  |
| am (abbreviation)<br>analogue/analog (adjective) *   | /eɪ em/<br>/ˈænəˌlɒɡ/   | до полудня<br>аналоговый   | used after a time for showing that it is between midnight and noon<br>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                              |  |
| at night   | /æɪt naɪt/  | ночью  | during the part of each 24-hour period when it is dark  | In addition, numerous guests complained about loud music and shouting late at night.   |
| colleague (noun) ***<br>date of birth (noun) *<br>digital (adjective) **<br>encourage (verb) *** | /ˈkɒliːɡ/<br>/deɪt ɒv bɜː(r)θ/<br>/ˈdɪdʒɪt(ə)l/<br>/ɪnˈkʌrɪdʒ/                            | коллега<br>дата рождения<br>цифровой<br>содействовать                            | someone who works in the same organization or department as you<br>the day, month, and year when you were born<br>a digital clock or instrument shows information as a row of numbers to give someone confidence or hope                                  | Do British colleagues shake hands every morning?<br>Write your date of birth next to your name.<br>My sister gave me a digital watch for my birthday.<br>Now I work in an international team in Paris, and I encourage everyone to do things together. |
| foreign (adjective) ***  | /ˈfɔːrɪn/   | иностранный  | from another country, or in another country   | Foreign suppliers offer lower prices, but local workers could lose jobs.   |
| half past<br>in the afternoon  | /hɑːf pɑːst/<br>/ɪn ðiː ˌɑːftə(r)ˈnuːn/   | половина (восьмого)<br>во второй половине дня                                    | thirty minutes after an hour<br>during the period of time between the middle of the day and the beginning of the evening  | I usually wake up about half past seven.<br>First of all, Tween 'n' Dream only opens in the afternoons.  |
| in the morning<br>interview (noun) ***   | /ɪn ðə ˈmɔː(r)nɪŋ/<br>/ˈɪntə(r), vjuː/  | утром<br>интервью  | during the period of time between midnight and midday<br>a formal meeting in which someone asks you questions to find out if you are suitable for a job, course of study, etc.  | What time do you wake up in the morning?<br>When I came back to London, I had three interviews.  |
| o'clock (adverb) **<br>passport number (noun)  | /əʊ klɒk/<br>/ˈpɑːspɔː(r)ɪt nʌmbə(r)/   | по часам<br>номер паспорта   | used for saying what time it is when a clock shows the exact hour<br>the unique number on an official document containing your photograph and showing which country you are a citizen of  | On Saturdays, I wake up after ten o'clock.<br>I just need your dates of birth and passport numbers, please.  |
| pm (abbreviation)<br>(a) quarter past<br>(a) quarter to<br>reference number (noun)               | /piː em/<br>/(ə) ˈkwɔː(r)tə(r) pɑːst/<br>/(ə) ˈkwɔː(r)tə(r) tə/<br>/ˈref(ə)rəns nʌmbə(r)/ | после полудня<br>пятнадцать минут (четвертого)<br>без пятнадцати (семь)<br>номер | used after a time for showing that it is between noon and midnight<br>fifteen minutes after an hour<br>fifteen minutes before an hour<br>a set of numbers or letters on a document such as a business letter, used so that people know what it relates to | My return flight is on Tuesday 4 December at 10pm.<br>They arrived at a quarter past three.<br>I'll pick you up at a quarter to seven, okay?<br>Your course reference numbers are on your badges.  |
| register (verb) ***  | /ˈredʒɪstə(r)/  | регистрироваться   | 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?  |
| sharp (adverb) *<br>spell (verb) **  | /ʃɑː(r)p/<br>/spel/   | точно<br>писать или произносить (слово) по буквам                                | at a particular time exactly<br>to say or write the letters of a word in the correct order  | I don't want to be late, so let's meet at six o'clock sharp.<br>Can you spell that, please?  |
| stereotype (noun) *  | /ˈsteriəˌtaɪp/  | стереотип  | a very firm and simple idea about what a particular type of person or thing is like   | Do you believe in cultural stereotypes?  |
| team spirit (noun)   | /tiːm ˈspɪrɪt/  | дух команды  | an enthusiastic attitude towards working or playing together with other people as a team  | In China, team spirit is very important.   |
| <b>Unit 2</b>  |   | <b>Раздел 2</b>  |   |  |
| apologize (verb) **  | /əˈpɒlədʒaɪz/   | извиняться   | 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.  |
| call back (verb)   | /kɔːl bæk/  | перезвонить  | 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.   |
| connect (verb) ***   | /kəˈnekt/   | соединяться  | 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!   |
| contact the helpline<br>(expression)   | /ˈkɒntækt ðə ˈhelpˌlaɪn/  | служба технической поддержки   | to call a telephone service provided by an organization to give information and support   | If you contact the helpline, they can provide technical support.   |
| customer referral (noun)   | /ˈkʌstəmə(r) rɪˈfɜːrəl/   | клиент по рекомендации   | 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?   |
| customer satisfaction (noun)   | /ˈkʌstəmə(r) ˌsætɪsˈfækʃ(ə)n/   | удовлетворенность потребителя  | 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.   |

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| deal with complaints (expression)      | /di:l wið kəm'pleints/            | удовлетворять жалобу              | 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.   |
| delivery date (noun)                   | /di'liv(ə)ri deit/                | дата доставки                     | 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.  |
| dial a number (expression)             | /'daɪəl ə nʌmbə(r)/               | набирать номер                    | 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.  |
| exchange a product (expression)        | /ɪks'tʃeɪndʒ ə 'prɒdʌkt/          | обменять продукт                  | 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?   |
| get back to (someone) (verb)           | /get bæk tu ('sʌmwʌn)/            | перезванивать                     | 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.                             |
| get through to (someone) (verb)        | /get θru: tu ('sʌmwʌn)/           | дозвониться                       | 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.                          |
| give a refund (expression)             | /gɪv ə 'ri:fʌnd/                  | возвращать деньги                 | 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?  |
| greet (verb) **                        | /gri:t/                           | приветствовать                    | to behave in a polite or friendly way towards someone when you meet them or start speaking to them                              | Greet the customer warmly.  |
| hang up (verb)                         | /hæŋ 'ʌp/                         | вешать трубку                     | to stop using a telephone at the end of a conversation  | Before you say goodbye and hang up, tell them the next step.  |
| installation problems (noun)           | /.ɪnstə'leɪʃ(ə)n 'prɒbləms/       | проблемы с установкой             | 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.   |
| money-back guarantee (noun)            | /'mʌni bæk ,gærən'ti:/            | гарантия возврата денег           | 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.  |
| provide technical support (expression) | /prə'vaɪd 'teknɪk(ə)l sə'pɔ:(r)t/ | обеспечить техническую поддержку  | 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.  |
| repeat business (noun)                 | /ri'pi:t 'biznəs/                 | работа с постоянными клиентами    | 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.   |
| return a faulty product (expression)   | /ri'tʃ:(r)n ə 'fɔ:ltɪ 'prɒdʌkt/   | возвращать некачественный продукт | 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.   |
| returning customer (noun)              | /ri'tʃ:(r)nɪŋ 'kʌstəmə(r)/        | постоянный клиент                 | 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!   |
| schedule (noun) **                     | /'ʃedju:l/                        | программа                         | a plan of activities or events and when they will happen  | What is on Einstein's schedule next week?   |
| ship a product (verb)                  | /'ʃɪp ə 'prɒdʌkt/                 | отправлять товар                  | 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?   |
| <b>Unit 3</b>                          |                                   | <b>Раздел 3</b>                   |   |   |
| assemble (verb) **                     | /ə'semb(ə)l/                      | собирать                          | to build something, for example furniture, by putting all its parts together  | The toy parts are assembled and packaged in Lasseter's factory.   |
| assembly (noun) ***                    | /ə'sembli/                        | сборка                            | the process of building something by putting all its parts together   | After painting, the parts go to assembly, on your right, opposite the warehouse.  |
| buyer (noun) ***                       | /'baɪə(r)/                        | покупатель                        | 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.  |
| check (verb) ***                       | /tʃek/                            | проверять                         | to examine something in order to find out whether it is how it should be  | The materials are delivered and checked for quality.  |
| customer (noun) ***                    | /'kʌstəmə(r)/                     | клиент                            | 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.                      |
| design (noun) ***                      | /di'zaɪn/                         | модель                            | 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.  |
| distribution (noun) **                 | /.dɪstri'bju:ʃ(ə)n/               | поставка                          | the process of supplying goods from one central place to shops  | How are the goods delivered to the distribution centre?   |
| extraction (noun)                      | /'ɪk'strækʃ(ə)n/                  | извлечение                        | 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. |
| forwarder (noun)                       | /'fɔ:(r)wə(r)də/                  | перевозчик                        | 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.  |
| labour (noun) ***                      | /'leɪbə(r)/                       | рабочая сила                      | the workers in a particular country, industry or company considered as a group  | Labour is expensive, so there are more machines than workers.   |
| manufacture (verb) **                  | /.mænʃʊ'fæktʃə(r)/                | производить                       | to make goods in large quantities in a factory  | In-one Ltd manufactures golf balls in South Wales.  |
| package (verb) **                      | /'pækɪdʒ/                         | упаковывать                       | to put things into boxes or wrap them so that they can be sold  | After they are inspected, the finished goods are packaged.  |

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| process (noun) ***               | /ˈprəʊses/                 | процесс                | a series of actions that have a particular result  | Using automated systems, all the key business processes are integrated into a single system.   |
| process (verb) **                | /ˈprəʊses/                 | перерабатывать         | 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.   |
| purchase (verb) **               | /ˈpɜː(r)tʃəs/              | покупать               | to buy something   | Would you like to purchase something today, madam?   |
| purchasing (noun)                | /ˈpɜː(r)tʃəsɪŋ/            | закупка                | the activity of buying supplies for a company  | It's Jake's job to coordinate purchasing, production, packaging, shipping and cashflow.  |
| raw materials (noun) *           | /rɔː məˈtɪəriəlz/          | сырьё                  | 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.   |
| recycling (noun) *               | /riːˈsaɪklɪŋ/              | вторичная переработка  | 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.  |
| repair (noun) **                 | /rɪˈpeə(r)/                | чинить                 | work that is done to fix something that is broken or damaged   | Are there any repairs to do?   |
| retailer (noun) *                | /ˈriːˌteɪlə(r)/            | розничный торговец     | 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.  |
| run out of (verb)                | /rʌn aʊt əv/               | израсходовать          | to use all of something and not have any left  | Stock is managed carefully so that the factory can never run out of materials.   |
| ship (verb) **                   | /ʃɪp/                      | отправлять             | 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.                                     |
| shipment (noun) *                | /ˈʃɪpmənt/                 | отправка               | 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.  |
| stock (noun) ***                 | /stɒk/                     | сырьё                  | 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.   |
| store (verb) **                  | /stɔː(r)/                  | хранить                | to keep something in a particular place  | Materials are stored near the production area.   |
| supplier (noun) **               | /səˈplaɪə(r)/              | поставщик              | 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.   |
| testing (noun) *                 | /ˈtestɪŋ/                  | испытание              | 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.   |
| use (noun) ***                   | /juːs/                     | использование          | the act of using something   | Their unnecessary use of force has endangered peace efforts.   |
| warehouse (noun) **              | /ˈweəh(aɪ)ˌhaʊs/           | склад                  | a big building where large amounts of goods are stored   | The store is on the right, between the entrance and the warehouse.   |
| <b>Unit 4</b>                    |                            | <b>Раздел 4</b>        |  |  |
| ambitious (adjective) **         | /æmˈbɪʃəs/                 | честолюбивый           | determined to be successful, rich, famous, etc.  | Are you an ambitious person?   |
| attend an interview (expression) | /əˈtend ən ˈɪntə(r), vjuː/ | пойти на собеседование | 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.                                     |
| career path (noun)               | /kəˈrɪə(r) pɑːθ/           | карьерная лестница     | 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.                               |
| CV (noun) *                      | /ˌsiːˈviː/                 | резюме                 | 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.   |
| degree (noun) ***                | /diːˈɡriː/                 | степень                | 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.   |
| demanding (adjective) **         | /dɪˈmɑːndɪŋ/               | требующий              | a demanding person needs a lot of attention and is not easily pleased or satisfied   | Young children can be very demanding.  |
| dress smartly (expression)       | /dres smɑː(r)tli/          | элегантно одеваться    | 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.   |
| earn (verb) ***                  | /ɜː(r)n/                   | зарабатывать           | to receive money for work that you do  | I worked abroad for a year to earn money and improve my résumé.  |
| entry-level job (noun)           | /ˈentri ˈlev(ə)l dʒɒb/     | перспективная работа   | 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.   |
| flexible (adjective) **          | /ˈfleksəb(ə)l/             | гибкий                 | able to make changes or deal with a situation that is changing   | Are your schedules flexible?   |
| gain experience (expression)     | /geɪn ɪkˈspɪəriəns/        | приобретать опыт       | 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. |
| get to know (expression)         | /get to nəʊ/               | познакомиться          | 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.                                 |
| graduate (verb) *                | /ˈɡrædʒueɪt/               | получить диплом        | 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.  |

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| grow up (verb)                             | /grəʊ ʌp/  | расти  | 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.  |
| hard-working (adjective) *                 | /hɑ:(r)d 'wɜ:(r)kɪŋ/   | трудолюбивый   | a hard-working person puts a lot of effort into their work  | OK. So are you hard-working?  |
| high school (noun)                         | /haɪ sku:l/  | высшая школа   | 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.  |
| intern (noun)                              | /ɪn 'tɜ:(r)n/  | стажер   | 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.  |
| internship (noun)                          | /'ɪntɜ:(r)nʃɪp/  | практика   | 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?   |
| job ad (noun)                              | /dʒɒb æd/  | объявление о работе  | 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.   |
| job fair                                   | /dʒɒb feə(r)/  | ярмарка вакансий   | 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.   |
| lazy (adjective) **                        | /'leɪzi/   | ленивый  | 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. |
| look to hire (expression)                  | /lɒk tu 'haɪə(r)/  | искать на работу   | 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.                 |
| loyal (adjective) **                       | /'lɔɪəl/   | верный   | 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.   |
| make a good impression (expression)        | /meɪk ə ɡʊd ɪm 'preʃ(ə)n/                                    | производить хорошее впечатление                              | 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?  |
| management trainee (noun)                  | /'mænɪdʒmənt 'treɪ'ni:/                                      | менеджер-стажер  | 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.   |
| optimistic (adjective) **                  | /'ɒptɪ'mɪstɪk/   | оптимистичный  | someone who is optimistic is hopeful about the future and tends to expect that good things will happen  | I'm optimistic about the future.  |
| organized (adjective) *                    | /'ɔ:(r)ɡənəɪzd/  | организованный   | an organized person arranges and plans activities carefully and effectively   | I handled the team's budget, organized matches and ran events.  |
| pessimistic (adjective) *                  | /'pesə'mɪstɪk/   | пессимистический   | thinking that the worst thing will happen in every situation  | I'm rarely pessimistic – except at exam time!   |
| primary school (noun) *                    | /'praɪməri sku:l/  | начальная школа  | 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.  |
| qualification (noun) ***                   | /'kwɒlɪfɪ'keɪʃ(ə)n/  | степень квалифицированности                                  | 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.   |
| résumé (noun)                              | /'rɪzju:meɪ/   | резюме   | a CV  | My address, email and telephone numbers are all in my CV, um, in my résumé.   |
| strengths (noun)                           | /streŋθs/  | сильные стороны  | the things that someone does very well  | Please describe your strengths and weaknesses.  |
| time management (noun)                     | /'taɪm 'mænɪdʒmənt/  | организация времени  | the practice of using your time effectively, and the study of this  | I'm terribly disorganized. You have no idea! But I'm working on my time management skills!  |
| tolerant (adjective)                       | /'tɒlərənt/  | терпимый   | willing to accept someone else's beliefs, way of life, etc. without criticizing them, even if you disagree with them  | I'm a very flexible and tolerant person.  |
| weaknesses (noun)                          | /'wi:knəsəs/   | слабые стороны   | the things that someone does not do very well   | Almost every interviewer will ask you about your strengths and weaknesses.  |
| work abroad (expression)                   | /wɜ:(r)k ə 'brɔ:d/   | работать за рубежом  | to have a job in a foreign country  | Are you prepared to work abroad?  |
| work placement (noun)                      | /wɜ:(r)k 'pleɪsmənt/   | практика   | a temporary job that you do as part of a course of study in order to get practical training and experience  | I enjoyed my work placement; it was a really good experience.   |
| <b>Unit 5</b>                              |  | <b>Раздел 5</b>  |   |   |
| advertising campaign (noun)                | /'ædvə(r), 'taɪzɪŋ kæm'peɪn/                                 | рекламная кампания   | a series of things such as television advertisements or posters that try to persuade people to buy a product  | We used advertising campaigns to build brand image.   |
| AIDA (Awareness, Interest, Desire, Action) | /eɪ aɪ di: eɪ (ə'weə(r)nəs, 'ɪntrəst, dɪ'zaɪə(r), 'ækj(ə)n)/ | модель "АИДА" ("внимание", "интерес", "желание", "действие") | 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 | Many campaigns follow the AIDA formula, it's really effective!  |
| analyze the company's needs (expression)   | /'ænəlaɪz ðə 'kʌmp(ə)nɪz ni:dz/                              | анализировать потребности компании                           | to study or examine what is necessary in order for a company to be successful   | I always analyse the company's needs first.   |

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| billboard (noun)                             | /ˈbɪl,bɔː(r)d/                                 | рекламный щит                             | a large board for advertisements in an outside public place  | Our company buys space on billboards so that our customers can see our message.   |
| buy space (expression)                       | /baɪ speɪs/                                    | покупка места для рекламы                 | to pay money to use space in a newspaper or magazine, or on television, etc. in order to publish information or advertise a product        | We usually buy space in press ads and on TV.  |
| a comfortable car (expression)               | /ə ˈkɒmfətb(ə)l kɑː(r)/                        | удобная машина                            | a car which is pleasant to drive and travel in   | You have such a comfortable car!  |
| commission (noun) ***                        | /kə ˈmɪʃ(ə)n/                                  | комиссионное вознаграждение               | an extra amount of money that you earn in your job every time you sell a product or get a new customer                                     | If you sell a car for more than £5,000 you get 10% commission!  |
| deal with any objections (expression)        | /diːl wɪð ˈeni əb ˈdʒekʃ(ə)nz/                 | рассматривать возражения                  | to take action when people say that they disapprove of something or disagree with it   | An important part of the selling process is dealing any objections the customer has and answering their questions.  |
| distribution (noun) **                       | /ˌdɪstrɪˈbjuːʃ(ə)n/                            | распределение                             | the process of supplying goods from one central place to shops   | The final stage of our process is distribution, our bread is taken to a wholesale distribution centre and then it is delivered to shops.                        |
| enter a new market (expression)              | /ˈentə(r) ə njuː ˈmɑː(r)kɪt/                   | выйти на новый рынок                      | to start to sell products in a particular place or to a particular group of people   | Advertising is extremely expensive, so companies only run a campaign when they enter a new market or launch a new product.                                      |
| features and benefits                        | /ˈfiːtʃə(r)z ən ˈbenɪfɪts/                     | характеристики и преимущества             | the things that make a product, machine, or system different, and usually better, than others of a similar type                            | Our product has features and benefits that no similar product has.  |
| financing (verb)                             | /ˈfaɪnænsɪŋ/                                   | финансирование                            | paying for or providing funding for something such as a large project  | We need to arrange the financing through our bank.  |
| free software (expression)                   | /friː ˈsɒf(t),weə(r)/                          | бесплатное программное обеспечение        | programs used by computers for doing particular jobs which do not cost anything  | We save money by using free software.   |
| friendly customers (expression)              | /ˈfren(d)li ˈkʌstəmə(r)z/                      | доброжелательные покупатели               | people who buy goods and services and are pleasant and helpful   | It's always helpful to have friendly customers!   |
| give a product demonstration (expression)    | /gɪv ə ˈprɒdʌkt ˌdemən ˈstreɪʃ(ə)n/            | устроить демонстрацию товара              | to show people how a product works or how to use it  | When selling to new customers, I usually give a product demonstration first.  |
| good value for money (expression)            | /ɡʊd ˈvæljuː fə(r) ˈmʌni/                      | предмет, стоящий уплаченных за него денег | something that is good value for money is worth a large amount compared to the money that it costs   | We don't usually need to offer discounts, because our product is good value for money.  |
| a great product (expression)                 | /ə greɪt ˈprɒdʌkt/                             | отличный продукт                          | something that is produced and sold and is very good or successful   | We've got a great product with a really good USP.   |
| increase market share (expression)           | /ɪn ˈkriːs ˈmɑː(r)kɪt ʃeə(r)/                  | увеличить долю рынка                      | to make larger the percentage of the total amount of sales of a particular product that a company has                                      | Some companies use advertising to increase market share and reach new customers.  |
| launch a new product (expression)            | /lɔːntʃ ə njuː ˈprɒdʌkt/                       | запустить новый продукт                   | to start selling a new product to the public   | Our company is creating a new advertising campaign to launch our new product.   |
| marketing information management (noun)      | /ˈmɑː(r)kɪtɪŋ ɪnfə(r)ˈmeɪʃ(ə)n ˈmæɪnɪdʒmənt/   | управление информацией о рынке            | the process of collecting, organizing, storing and providing information related to marketing within a company or organization             | Jenna is in charge of market information for our firm.  |
| obtain personal recommendations (expression) | /əb ˈteɪn ˈpɜː(r)s(ə)nəl ˌrekəmənd ˈdeɪʃ(ə)nz/ | личная рекомендация                       | to persuade people to say publicly that a particular product or service is good and to suggest that others use it                          | More and more advertisers are developing strategies to obtain personal recommendations via social media.  |
| pricing (noun)                               | /ˈpraɪsɪŋ/                                     | ценовая политика                          | decisions that a company makes about the prices it charges for goods or services   | We have a very efficient pricing strategy.  |
| a private office                             | /ə ˈpraɪvət ˈɒfɪs/                             | личный кабинет                            | an office that is used only by a particular person or group, or available only to them   | One of the main benefits of my job is my private office.  |
| product management (noun)                    | /ˈprɒdʌkt ˈmæɪnɪdʒmənt/                        | управление товарным производством         | 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 | I'm in charge of product management.  |
| promotion (noun)                             | /prə ˈmɔʊʃ(ə)n/                                | рекламирование                            | the process of attracting people's attention to a product or event, for example by advertising   | We need information from both sales and marketing to make promotion more effective.   |
| raise awareness (expression)                 | /reɪz ə ˈweə(r)nəs/                            | информировать                             | 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. |
| run a campaign (expression)                  | /rʌn ə kæm ˈpeɪn/                              | организовывать кампанию                   | 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.   |
| selling (noun)                               | /ˈselɪŋ/                                       | продажа                                   | the job or skill of persuading people to buy things  | The team responsible for selling are all great communicators.   |

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| send a quotation (expression)        | /send ə kwəʊ 'teɪf(ə)n/                      | дать расценки                                    | to give someone the price that you will charge them for doing a particular piece of work   | When will the seller send a quotation?   |
| USP (noun)                           | /ju: es pi:/                                 | уникальное торговое предложение (УТП)            | unique selling proposition, or unique selling point: the thing that makes a product or service special or different from others  | What is the USP?   |
| word of mouth (expression)           | /wɜ:(r)d əv məʊθ/                            | из уст в уста                                    | 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.   |
| write a proposal (expression)        | /raɪt ə prə'pəʊz(ə)/                         | разрабатывать предложение                        | 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.                                       |
| <b>Unit 6</b>                        |  | <b>Раздел 6</b>                                  |  |  |
| acquisition (noun) **                | /ækwi'zɪʃ(ə)n/                               | приобретение                                     | a company that is bought by another company  | I'm going to be in charge of managing our company's new acquisition.                                   |
| board (noun) ***                     | /bɔ:(r)d/                                    | совет  | 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.                                      |
| buyout (noun)                        | /'baɪaʊt/                                    | приобретение контрольного пакета акций компании  | 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 at many buyouts in our area.   |
| CEO (noun)                           | /si: i: əʊ/                                  | (главный) исполнительный директор                | 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!  |
| chairman (noun) ***                  | /'tʃeə(r)mən/                                | председатель                                     | the person in charge of a large organization or company  | The chairman is retiring next month.   |
| co-worker (noun)                     | /kəʊ 'wɜ:(r)kə(r)/                           | коллега  | 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?               |
| debt (noun) ***                      | /det/  | долг   | 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.                  |
| director (noun) ***                  | /daɪ'rektə(r)/                               | директор   | 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.                            |
| employee (noun) ***                  | /ɪm'plɔɪi:/                                  | работник   | someone who is paid regularly to work for a person or an organization  | Employees are given training in business ethics.   |
| founder (noun) *                     | /'faʊndə(r)/                                 | учредитель                                       | someone who starts a school, organization, business or community   | What are the names of the founders of Google?  |
| franchise (noun) *                   | /'fræntʃaɪz/                                 | франшиза   | 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                              | Our management training franchise recently opened ten new offices in Brazil.                           |
| franchisee (noun)                    | /'fræntʃaɪ'zi:/                              | франшизополучатель                               | a person or company that has the franchise to sell a particular type of goods or services  | A US franchise was surprised that a local law allowed Moscow franchisees to ignore its prices.         |
| franchiser (noun)                    | /'fræntʃaɪzə(r)/                             | франшизодатель                                   | a business that sells franchises   | The franchiser receives a percentage of the outlet's sales revenue.                                    |
| joint venture (noun)                 | /dʒɔɪnt 'ventʃə(r)/                          | совместная деятельность                          | an agreement between two companies to work together on a particular job, usually in order to share any risk involved   | Our company is in a joint venture with one of our previous rivals.                                     |
| manager (noun) ***                   | /'mænɪdʒə(r)/                                | менеджер   | someone whose job is to organize and control the work of a business or organization or a part of it  | My manager is impressed because the working environment is friendly and productive.                    |
| merger (noun) *                      | /'mɜ:(r)dʒə(r)/                              | объединение                                      | the process of combining two companies or organizations to form a bigger one   | The industry's wave of mergers and acquisitions continues.   |
| MD (managing director) (noun) *      | /em di: ('mænɪdʒɪŋ daɪ'rektə(r)/             | начальник производства                           | the person with the most senior position in a company and with the responsibility for managing all of it   | The managing director is moving to a different company.  |
| NPO (non-profit organization) (noun) | /en pi: əʊ (nɒn 'prɒfɪt ɔ:(r)gənəɪ'zeɪʃ(ə)n/ | некоммерческая организация (НПО)                 | a non-profit organization works to help people in some way rather than to make a profit  | The YMCA is an NPO – a non-profit organization – that focuses on youth development.                    |
| owner (noun) ***                     | /'əʊnə(r)/                                   | владелец   | someone who owns something   | We are the owners of an e-business that sells photographic equipment to customers all over the world.  |
| partner (noun) ***                   | /'pɑ:(r)tnə(r)/                              | партнер  | 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 | Our firm has 5 partners.   |
| partnership (noun) ***               | /'pɑ:(r)tnə(r)ʃɪp/                           | товарищество                                     | a company owned by two or more partners  | My doctor works in a partnership. There are two other doctors and a physiotherapist.                   |
| president (noun) ***                 | /'prezɪdnt/                                  | президент  | the person in charge of a business or university   | I was President of the Salsa Society. We organized dances and competitions.                            |
| private limited company (noun)       |  | частная компания с ограниченной ответственностью | a type of company whose shares are not traded on a stock market and may only be sold if other shareholders agree   | I often eat at a local Indian restaurant. It's a private limited company, owned and run by one family. |

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| public limited company (plc) (noun) |                                       | открытое акционерное общество          | in the UK, a company in which people can invest their money. It has plc at the end of its name   | My father invested some money in Marks & Spencer. It's a well-known public limited company.  |
| responsible (adjective) ***         | /rɪˌspɒnsəˈbɪləti/                    | ответственный                          | 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                   | Megan Smith, who is responsible for sales, wants to be paid commission instead of a salary.  |
| risky (adjective) *                 | /ˈrɪski/                              | рискованный                            | involving the possibility of danger, harm, or failure  | I'm not going to start my own business – it's too risky.   |
| shareholder (noun) **               | /ˈʃeə(r)ˌhəʊldə(r)/                   | акционер                               | someone who owns shares in a company   | Our employees are looking for a way they can satisfy more customers and create more value for shareholders.                                |
| sole trader (noun)                  | /səʊl ˈtreɪdər/                       | индивидуальный предприниматель         | a person who owns and operates a business alone  | My hairdresser has her own business. She's a sole trader.  |
| staff (noun) ***                    | /stɑːf/                               | персонал                               | the people who work for a particular company, organization or institution: can be followed by a singular or plural verb  | A lot of staff have childcare problems.  |
| start-up (noun)                     | /ˈstɑː(r)t ʌp/                        | стартап (недавно созданная фирма)      | the process of starting a business or other activity   | Do you need someone to invest in your start-up?  |
| takeover (noun) **                  | /ˈteɪkˌəʊvər/                         | приобретение контрольного пакета акций | a situation in which one company takes control of another company by buying a majority of its shares   | There were a number of takeovers this year.  |
| <b>Unit 7</b>                       |                                       | <b>Раздел 7</b>                        |  |  |
| 30 days' credit (expression)        | /ˈθɜː(r)tɪ deɪz ˈkredɪt/              | кредит на месяц                        | an arrangement to receive goods from a shop and pay for it 30 days later   | 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? |
| account (noun) ***                  | /əˈkaʊnt/                             | счет                                   | a record showing how much you owe a shop or other business for goods or services that you have received  | I'll settle my account with them soon.   |
| breakeven point (noun)              | /ˈbreɪk iːv(ə)n pɔɪnt/                | точка самоокупаемости                  | the point at which a business starts to make as much money as it has spent on a particular product, activity, etc.   | Sales of 500 pieces are just enough to reach breakeven point.  |
| cash (noun) ***                     | /kæʃ/                                 | наличные                               | money in the form of notes and coins   | Lasseter has no stock, no cash and no customers.   |
| cash on delivery (expression)       | /kæʃ ɒn dɪˈlɪv(ə)rɪ/                  | наложенный платеж                      | 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                       | We have adapted a policy of cash on delivery.  |
| cheque (noun)                       | /tʃek/                                | чек                                    | a piece of printed paper that you can use instead of money to pay for things. The American word is check   | I'm sorry, we don't accept cheques.  |
| cost of goods sold (COGS)           | /kɒst əv ɡɒdz səʊld (sɪː əʊ dʒiː es)/ | стоимость проданных товаров            | the costs directly related to producing goods, rather than overheads (= regular costs, such as rent and heating)   | Eric's variable costs, or cost of goods sold (COGS), are €12 per piece.  |
| credit card (noun) **               | /ˈkredɪt kɑː(r)d/                     | кредитная карточка                     | 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 | Do you want to pay in cash or by credit card?  |
| deposit (noun) **                   | /dɪˈpɒzɪt/                            | депозит                                | 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                   | We will cancel your order if we do not receive your deposit within two weeks.  |
| early payment discount (noun)       | /ˈɜː(r)li ˈpeɪmənt ˈdɪsˌkaʊnt/        | скидка при предварительной оплате      | a reduction in the price of something given to a person or company for paying quickly  | An early payment discount is part of our payment terms.  |
| electronic transfer (noun)          | /ˌelekˈtrɒnɪk trænsˈfɜː(r)/           | электронный платеж                     | a payment made directly from one bank account to another   | The money was received through electronic transfer.  |
| fixed costs (noun)                  | /fɪkst kɒsts/                         | фиксированные расходы                  | costs such as rent that a company has to pay that does not depend on how much it produces  | Fixed costs are increasing.  |
| gross margin (noun)                 | /grɒs ˈmɑː(r)dʒɪn/                    | валовая прибыль                        | gross profit expressed as a percentage   | The gross margin on each flash drive is 50%.   |
| interest (noun) ***                 | /ˈɪntrəst/                            | проценты                               | money that a person or institution such as a bank charges you for lending you money  | He will probably accept a 30% cash payment, with the balance payable over five years, plus interest of about 5%.                           |
| invoice (noun)                      | /ˈɪnvɔɪs/                             | счет                                   | a document giving details of goods or services that someone has bought and must pay for  | If you look on the back of your invoice, Mr Jones, everything is explained in black and white.   |
| loss (noun) ***                     | /lɒs/                                 | убытки                                 | money that a person, company, organization, etc. loses when it spends more than it earns   | We made a net loss, but that was only because of depreciation on the machines.   |
| net income (noun)                   | /net ˈɪnkɪm/                          | чистая прибыль                         | the total income of a company after all tax and other costs have been paid   | He paid €25,000 in taxes (25%), which left net income of €75,000.  |
| operating expenses (noun)           | /ˈɒpəreɪtɪŋ ɪkˈspensɪz/               | текущие расходы                        | the usual costs involved in running a business but not including the costs of producing the goods to be sold   | We have had very little operating expenses these past months.  |

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| operating profit (noun)             | /ˈɒpəreɪtɪŋ ˈprɒfɪt/               | прибыль от продаж                                     | the profit that a company makes from its normal activities of selling goods or services   | Doug declared an operating profit of €100,000.  |
| outstanding balance (noun)          | /aʊtˈstændɪŋ ˈbæləns/              | неоплаченный баланс                                   | the amount of money that you owe after paying part of the cost of something   | The outstanding balance is very minimal.  |
| overdue (adjective)                 | /ˌəʊvə(r)ˈdjuː/                    | просроченный  | if something is overdue, it should have been done before now  | As discussed by telephone, our invoice number 56/4872 for \$7,089 is overdue.                                   |
| overheads (noun) *                  | /ˈəʊvə(r)ˌhedz/                    | накладные расходы                                     | money that you pay regularly as the costs of operating a business or organization   | Will overheads increase next year?  |
| owe (verb) ***                      | /əʊ/                               | быть должным  | 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  | How much money do you owe?  |
| payment in advance<br>PayPal (noun) | /ˈpeɪmənt ɪn ədˈvɑːns/<br>/peɪpæl/ | авансовый платеж<br>платежная интернет-система PayPal | the act of paying for goods or services before you receive them<br>a system that allows payments to be made using the Internet  | We received your payment in advance yesterday.<br>I you are going to buy that online, make sure you use PayPal! |
| profit (noun) ***                   | /ˈprɒfɪt                           | прибыль   | money that you make by selling something or from your business, especially  | I'm sure I could make more profit by selling other products.  |
| profit margin (noun)                | /ˈprɒfɪt ˈmɑː(r)dʒɪn/              | размер прибыли  | the difference between how much money you get when you sell something and how much it costs you to buy or make it.  | I'm presenting an overview of our current profit margins tomorrow.  |
| revenue (noun) **                   | /ˈrevənjuː/                        | доход   | income from business activities or taxes  | When revenues are down, sales blame marketing for not understanding their customers.                            |
| settle (the balance) (verb) ***     | /ˈset(ə)l (ðə ˈbæləns)/            | оплатить  | to pay all the money that you owe to a particular person or company   | Can you please settle this account immediately?   |
| standing order (noun)               | /ˈstændɪŋ ˈɔː(r)də(r)/             | постоянное поручение                                  | 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.  |
| terms and conditions (noun)         | /tɜː(r)mz ənd kənˈdɪj(ə)nz/        | условия   | 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!                                  |
| turnover (noun) **                  | /ˈtɜː(r)n, əʊvə(r)/                | товарооборот  | 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.   |
| variable costs (noun)               | /ˈveəriəb(ə)l kɒsts/               | переменные расходы                                    | costs that change according to how much of a product is made  | Families and companies can usually reduce variable costs easily.  |
| <b>Unit 8</b>                       |                                    | <b>Раздел 8</b>                                       |   |   |
| ahead of schedule<br>(expression)   | /əˈhed əv ˈfedjuːl/                | досрочно  | at an earlier time than was planned or arranged   | Project A is ahead of schedule but over budget.   |
| behind schedule (expression)        | /bɪˈhaɪnd ˈfedjuːl/                | с запозданием выполнения плана                        | at a later time than was planned or arranged  | Which project is under budget but behind schedule?  |
| brand name (noun) *                 | /brænd neɪm/                       | фирменное название                                    | 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.     |
| business model (noun)               | /ˈbɪznəs ˈmɒd(ə)l/                 | модель предприятия                                    | 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.         |
| buy a franchise (expression)        | /baɪ ə ˈfræntʃaɪz/                 | купить франшизу                                       | 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.   |
| do training (expression)            | /duː ˈtreɪnɪŋ/                     | обучаться   | to teach or learn how to do a particular job or activity  | Have they new employees done training yet?  |
| exceed a budget (expression)        | /ɪkˈsiːd ə ˈbʌdʒɪt/                | превысить бюджет                                      | 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.   |
| find premises (expression)          | /faɪnd ˈpremɪsɪz/                  | поиск недвижимости                                    | to look for and find buildings and land that a business or organization can use   | Have they found premises yet?   |
| follow a manual (expression)        | /ˈfɒləʊ ə ˈmænɪʃjəl/               | следовать инструкции                                  | 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!   |
| franchise fee (noun)                | /ˈfræntʃaɪz fiː/                   | плата за привилегию                                   | an amount of money that you pay to a company as part of an agreement to sell a their products or services   | Our franchise fee is just \$20,000 and includes two weeks' training in South Africa.                            |
| hire staff (expression)             | /ˈhaɪə(r) stɑːf/                   | нанимать персонал                                     | to pay people to work for you   | In this company, we hire staff internationally.   |

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| make investments (expression)   | /meɪk ɪn'ves(t)mənts/       | инвестировать                       | to use your money with the aim of making a profit from it, for example by buying property or buying shares in a company                           | I'm going to make investments in several start ups this month.   |
| management fee (noun)           | /'mænɪdʒmənt fiː/           | комиссия за управление (средствами) | an amount of money that you pay to a person or company that manages a business, property or money for another person or organization              | After the business is open, there is a monthly management fee to pay.  |
| meet a deadline (expression)    | /mi:t ə 'ded,laɪn/          | соблюдать срок окончания работы     | to finish work at the time or by a date that has been previously agreed   | Some people just don't seem to be able to meet a deadline, ridiculous!   |
| miss a deadline (expression)    | /mɪs ə 'ded,laɪn/           | не соблюдать срок окончания работы  | to finish work after the time or date that was previously agreed  | We will fall behind schedule if you miss a deadline.   |
| obtain a loan (expression)      | /əb'teɪn ə 'ləʊn/           | взять кредит                        | to borrow an amount of money, especially from the bank  | In order to start my own business I will need to obtain a loan.  |
| on budget (expression)          | /ɒn 'bʌdʒɪt/                | по бюджету                          | spending only as much money as you have, or as much as you planned to spend   | Project D is ahead of schedule and on budget.  |
| on schedule (expression)        | /ɒn 'ʃedju:l/               | по расписанию                       | at the right time, not early or late  | Project H is on schedule and under budget.   |
| open an outlet (expression)     | /'əʊpən ən 'aʊt,let/        | открыть магазин                     | to open a shop where a particular product is sold   | My brother plans to open an outlet, but he needs a loan.   |
| order stock (expression)        | /'ɔː(r)də(r) stɒk/          | заказать ассортимент (товаров)      | to order products so that they will be delivered to you and you can sell them   | It is your job to order stock this weekend.  |
| raise capital (expression)      | /reɪz 'kæpɪt(ə)l/           | увеличивать капитал                 | to collect money for a particular purpose   | 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. |
| register a company (expression) | /'redʒɪstə(r) ə 'kʌmp(ə)ni/ | зарегистрировать компанию           | to put the name of a company on an official list or record  | You need to register the company before you can begin sales.   |
| sign an agreement (expression)  | /saɪn ən ə 'ɡri:mənt/       | подписать договор                   | 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 | I am signing an agreement with the director today.   |
| source suppliers (expression)   | /sɔː(r)s sə 'plɑɪə(r)z/     | найти поставщика                    | to find a company, organization or country that supplies or sells a product or a service  | Franchisees can source suppliers themselves.   |
| stay within budget (expression) | /steɪ wɪð 'ɪn 'bʌdʒɪt/      | не выходить за рамки бюджета        | to spend only as much money as you have, or as much as you planned to spend   | If we want to make a profit we need to stay within budget.   |
| train staff (expression)        | /treɪn stɑːf/               | обучать персонал                    | to teach the people who work for a particular company to do a particular job or activity  | We will be closed this weekend because we need to train staff.   |
| under budget (expression)       | /'ʌndə(r) 'bʌdʒɪt/          | меньше бюджета                      | spending less money than you have, or less than you planned to spend  | Which project is under budget and ahead of schedule?   |