

Agenda → the items to be discussed during a meeting

Applicant → a person applying for a job

Aptitude test → a test to see if an applicant is good for a job

Asset → money, equipment, property or other item that increases the real value of a company or person's wealth

B2B → business to business; usually Internet companies selling to business; compare to B2C, business to customer

Backfire → when a plan has an unexpected and negative result

Background → the professional history of a person or entity

Bad debt → money owed that hurts cashflow

Bargain → something purchased that is good value for money paid

Billboard → an outdoor advertisement meant to be seen by people in the street

Boardroom → the place where shareholders meet, also used to refer to where important decisions are made

Bottom line → the minimum a person will accept when negotiating a deal

Bounce back → to recover from losses or a negative business trend

Brainstorm → an idea that occurs suddenly; to think of ideas or solutions individually or in a group

Brand loyalty → the idea that a customer will always use the same product/service

Brand name → of a well known brand; opposite: generic, off-brand

Brand-stretching → using a brand name that is known for one particular kind of product on other products

Breakthrough → an event, invention or idea that solves a problem or cause positive change

Bribe → money or gifts used to persuade a person; to persuade a person using money or gifts

Broke → having no money

Cashflow → the money a company makes and spends

Catch on → to become popular; esp. an idea or product

Commodity → traded raw material, such as precious metals and food

Corporate ladder → the hierarchy that exists within an organization

Cost-effective → an expense with little or no negative financial impact

Cross-cultural → an idea or product that is relevant to two or more cultures

Cutting-edge → using the latest methods, techniques or technology

Cyberbuzz → excitement about a product or service generated on the Internet

Cyberspace → the virtual space that exists on the Internet

Dead-end → no exit; having no positive outcome, limiting

Dedication → a kind of desire decided commitment to work hard and consistently

Drive → a feeling that makes a person want to continue

Entrepreneur → person who builds business

e-tailer → person or business based on the Internet

extravagant → unnecessarily expensive

forecast → prediction based on current conditions, such as sales forecast; to try to predict future circumstances based on current conditions

forward-looking → always trying to improve, evolve and nature

glass ceiling → imaginary barrier to reaching high positions in a company, especially for women

go under → for a business to fall

green → in business, to be friendly to the environment and nature

ground-breaking → completely new and revolutionary

guts → courage

headhunter → a person who tries to find talented new talent employees for companies

high flier → a successful business person

high-yield → usually used to describe a kind of investment, often a high risk bond

hired gun → person with special qualities or skills, hired on a temporary basis, usually in a crisis situation

homework → in business, to do ones homework is to do the necessary research in order to be prepared, e.g. for negotiations or competition

household name → a brand name, that is so common that everyone has heard of it

hype → excitement crated in newspapers or other media about a new product or service

ingenuity → ability to think of new approaches or solutions

initiative → describing something that is new; a fresh approach

junk bond → a high-yield bond usually sold to finance takeover bids

killer instinct → in business; the desire to crush competition

lateral thinking → the ability to think in unconventional ways, often in order to solve the problem

lay off → to let go of an employee or employees because of a company's financial crisis

lookalike product → a product launched which is similar to another already existing product

market saturation → when so much of the same product or service exists in a specific market that there is no room for more competition

market share → the portion of one given market a company controls, often expressed in percentages

market-driven → company that makes business decisions based on market trends and needs

marketing mix → the different means and strategies used promote a business, product or service

meltdown → a sudden and a complete failure

me-tooism → the practise of doing what the others are also doing

middle-of-the-road → in business, the largest group of consumers, with the most typical demographics

mission statement → a sentence or more that is the official company business philosophy, especially about what it wants to achieve

morph → a business that turns into another, often an internet company that becomes a "brick and mortar" (real) business

networking → communication between professionals to exchange ideas and build useful business relationships

no-win situation → a situation in which there can be no positive result, no matter the action taken

outsource → when a company uses a third party for certain specific tasks

outstanding debt → money owed, especially after a long time

poverty line → an amount of money, often expressed in dollars, which is the minimum amount decided by a government that a person can earn in order to survive

press release → a kind of article or report written to attract the interest of media like newspapers and television, usually for the purpose of marketing and promotion

price-sensitive → when a market will suffer if a product is priced too high or too low

privatise → when a state-owned enterprise is sold to private interests

profile → a product or service has a high profile if it is widely recognized by consumers; consumer recognition of a product

rat race → expression used to describe the fast pace and competition of modern urban life

restructure → when a business changes its management structure in order to make operations more efficient

rough figure → an inexact but approximate figure

self-strater → a business or person that requires little effort to get started

self-employed → a person who has his/her own business

speculate → to guess what the future value will be of a stock or commodity

subliminal advertising → a kind of advertising which manipulates basic human feelings, such as fear and desire, in order to attract consumers

supply and demand (S&D) → the economic force which controls market prices

sweatshop → a kind of factory, sometimes illegal, where workers are paid very low wages

synergy → a positive energy that exists between two entities, such as between a market and a business, and that works to increase the two entities strength

takeover bid → when one company makes an offer to buy another

team-spirit → good-natured cooperation among employees

track record → in business, the significant events in the history of a company or individual

trade barriers → an obstacle, such as a high tax, that a government imposes to restrict the importation of certain goods

trade gap → when a country imports much more than exports

trendy → something that is in fashion, or that is changing behaviour

upmarket → a product or service that is easy to use or understand

user-friendly → a product or service that is easy to use or understand

venture capital → money invested in new projects

wage slave → person who earns just enough to survive

word of mouth → when positive comments are made about a product or service from one consumer to the next, usually based only on the good quality of the product or service itself

tendency → a habit or repeated action

frenzy → a period of wild excited activity

flood → a large number of

burned up → economically depressed

potencial → the possibility to develop or achieve something in the future

virtual → something that exists only on the Internet

retailers → companies that sell directly to the consumers

transactions → exchanges of money, deals

prestigious = respected, admired

spectacular event = phenomenon

fascination = popular, fashionable

retrospect = looking back

crackpot = mad or eccentric person

made it = succeeded

loosing money hand over = to loose money very quickly

revived = to come back from the dead

took on = fought against

icon = a classic image of the time, that everyone knows

reach the top = climb the corporate ladder

developing entrepreneur = budding entrepreneur

a natural skill or talent = flair

raider = a person who launches hostile takeover bids

a dramatic increase = boost

servicing as a shop window = allows your product or service to be noticed

the world at large = the general public

global presence = a place in the world market

tumbles = falls substantially

intranet = an in company network

extranet = a network between a company and its main customers or suppliers

remote workers = tele-workers or people who work from home

logistics = the organisation of supplies and services in a complex process

unbroken = seamless

fever pitch = has now reached a ridiculous level

slash prices = to cut prices drastically

cut throat struggle = fiercely competitive

took 40c off = knocked off

major companies = corporate heavyweights

consumer advertising = commercials aimed at the end-user

consumer non-durables = goods used shortly after purchase such as food, newspapers etc.

consumer goods = products purchased by a member of the public

consumer durables = goods which last a long time such as cars, televisions etc.

consumer protection = laws to defend buyers against unfair trading

consumer profile = description of a typical buyer according to age, sex, social status etc

pay over the odds = to pay more for something that isn't worth as much

“money talks” = money will get you anything

merely = only

dimmer view = pessimistic view

infamous = very well known person in a bad way

consolidate = make something stronger

USEFULL TERMS AND EXPRESIONS

JOB

Apply for a job → to fill out a form or send a CV to try and get a particular post

Be out of a job → to be fired or laid off

Be sacked from job → to be fired

Quit ones job → to decide to leave a job

Hold down a job → to work at keeping the same job for a long time

Go job-hunting → to look for a job

Change jobs → to work at the different company

Get a job offer → when a person receives an offer of employment

SALE

Make a sale → to make a customer buy your product or service

Boost sales → increase sales

Sales have dropped → when sales decrease

Sales have picked up → when sales increase

Sales figures → the report of how much has sold

Sales forecast → prediction of how much will be sold

Sales force → the people selling your product/service

Sales target → the desired amount to be sold by the end of a given period of time

DEAL

Close a deal → to make a customer buy

Make a deal → to make customer buy

Negotiate a deal → to make a customer buy after much discussion

Strike a deal → to come to business arrangements

The deal is on → when two parties agree to a business arrangement, such as a contract

The deal is off → when, often due to bad circumstances, a deal is cancelled

The deal fell through → when a deal is close to being closed but in the end fails

A shady deal → a deal that may not be legal

CONTRACT

Be in breach of contract → when one or both parties to a contract do something which goes contrary to that which has been agreed on in the contract

Be under contracts → when a person or people are doing a specific job for a company, usually with the understanding that the service is exclusively for that company

Break a contract → to end an agreement that has been written in a contract, usually without all parties agreeing

(re)negotiate a contract → when, after some time, one or more signatories decides he or she wants to change a part or parts of a written contract

Renew a contract → when a company agrees to begin a new term of service with a business or service provider after the previous contract term has expired and decides that it still needs the services provided by the person or other organisation

Sign a contract → to make a contract official by writing in one's legal name; when a contract becomes official by signing your legal name on the contract

Terminate a contract → when one or both parties to a contract decide to end the contractual agreement

Contract out → to hire a third party to do a specific task

MARKET

Break into a market → to penetrate a market, often one that is difficult to sell to

Corner a market → when one company gains total or nearly total control of a market

Flood the market → when one company sells a high volume of one particular product

Market research → to do research such as conduct surveys and focus groups in order to better understand a market

Market share → how much of one market a company controls

Market value → how much a product is worth when sold

Buyers' market → when there is more supply than demand

RISK

Be worth the risk → where there exists a risk, but that risk is small compared to the positive outcome that can be achieved

Run a risk → when a risk exists

Calculated risk → a risk that is taken after planning

Low risk → when little risk is involved

High risk → when there exists some danger in a particular course of action

No-risk → when no or virtually no negative outcome is possible

Risk management → when steps are taken to avoid major problems

Risk factors → the elements of danger that exists in a particular decision that is made

CAPITAL

Capital asset → property of money that increased the value of a business

Capital expenditure → the money needed in order to keep a business running or expand a business

Capital gains on losses → value of a business made or lost

Capital intensive → a business investment that requires large amounts of money that is not liquid

Capital spending → money spent on fixed assets

Long-term capital → money spent on property and fixed assets that will be used for several years or used as reserves for future operations

Venture capital → money used as investment in new projects and that represents a risk, but which may bring high results

Start-up capital → the money and assets needed in order to start a business

SUCCESS

Achieve success → to reach success

Bring about success → when an action taken is rewarded with success

Ensure success → taking action to be sure success occurs

Guarantee success → when success is certain to occur

Meet with success → when something is successfully tried

A sure success → a guaranteed success

BUSINESS

Business plan → the initial plan of how one intends to start and run a business

Business unit → one individual operation, often part of a larger organization

Business card → a card which contains your contract and other relevant professional information, such as job title, name of company you work for, etc.

Business lunch → a lunch which is also a business meeting

Run a business → to operate a company

Go out of business → when a business fails

Go into business → to start a business

“we’re in business” → when the circumstances are acceptable to begin to take action

PROFIT

Profit and loss statement (P&L) → a report which shows the figures of that which has been made and spent during given period of time

Profit-sharing plan → a scheme a company offers its employees so that they too can enjoy the benefits of a company's success

Profit margin → the percentage difference between income and the cost of operations

Make a profit → to make money after expenses are covered

Bring in profit → to attract money

Generate profit → to make money, to sell

Net profit → the money that is left after overhead costs are covered

Gross profit → money made before overhead costs are accounted for

SHARES

Sell shares → to sell stocks on the open market

Buy shares → to buy stocks

Issue shares → when a company goes public and sells stocks on the open exchange

Offer shares → when a company goes public and sells stocks on the open exchange

Blue chip shares → low-risk stocks in good companies

“tech” shares → stocks sold by companies dealing in technology, such as computers and other electronics

Foreign shares → stocks and bonds issued by foreign companies and governments to attract investment and hard currency

CASH

Pay cash → to pay in real currency

Cash advance → to get cash from a credit card, or in advance of a pay cheque

Cash flow → a product, service or subsidiary company that consistently generates strong profits

Cash on delivery (COD) → delivery costs to be paid by person receiving shipment

Cash on hand → liquid assets available at any given moment

Cash-poor → company with little liquid assets

Cash-scrapped → company going through a temporary period of cash shortage

BRAND

Brand loyalty → when a person or consumer group always buys the same brand

Brand management → the task of keeping a brand fresh in consumers' minds and with a positive image

Brand name → a brand that is well known

Brand awareness → a condition that describes consumers who are concerned with the name of the product or service they use consumer familiarity with a product or service

Brand association → the image or style that one related to a particular brand

Brand identity → a brand that has a strong image

Off-brand → a brand that is not well known and so is usually a cheaper option

COSTS

Cost control → trying to keep costs down

Cost of living → how much it costs to live in a given area, including the cost of housing, transportation and food

Bear the cost → to assume costs

Cut costs → to try and reduce costs

Minimise costs → to make costs as low as possible

Offset costs → to make the costs incurred less hurtful by making them as beneficial to overall operations as possible or by making other adjustment within a company in order to compensate for those costs

Sell at cost → to sell a product without expecting to lose or make money from it, often for the purpose of promotion

Operating costs → how much it costs to keep a business running

PRICE

Asking price → when selling a product, where one expects to set the selling price; the price point

Bargain price → an unusually low price for a particular product

Price control → being careful to keep prices attractive to consumers

Price war → when two or more companies offering the same product reduce prices in order to gain or retain market share

Price range → the minimum to maximum price at which a product can be sold

Price-sensitive → when a market will suffer if a product is priced too high or too low

Mark up prices → to increase the profit margins

Cut prices → to make prices lower, often during a sales promotion

PRODUCT

Develop a product → when a product is being planned

Discontinue a product → when a product is no longer selling or is obsolete and is terminated

Launch a product → to alert the media about to begin promotion and sales of a new product or service

Product design → the planning phase of the look of a new product

Product line/range → all the products offered by a company

Product life/cycle → how long a product will last before it is discontinued because it is no longer profitable to keep in range

Best-selling product → the product which is most profitable for a company

Spin off product → a product which is a variation of a successful product which already exists on the market and which was very successful

BUDGET

Set a budget → to decide on a budget

Draw up a budget → to agree on a budget

Keep to a budget → to not exceed a budget

Overstep ones budget → to exceed a budget

Go over budget → to exceed a budget

Balance the budget → to plan income and expenditure so that they are in balance

Budget restrains → to have a limited budget or not to be able to invest in new projects because of limited cash flow

Budget cuts → to reduce certain features of a business, such as employee benefits, in order to keep a company profitable

COMPETITION

Come up against competition → to meet competition

Face competition → to meet competition

Beat the competition → to outperform the competition

Outsmart the competition → to think of a better strategy than the one the competition has or had

Be one step ahead of the competition → to plan ahead in such a way that the competition can only imitate you

Cut-throat competition → competition with little or no business ethics

Fierce competition → in the market when the existing competition in a market is ready to do anything to defend its market position

CUSTOMER

Put the customer at ease → help a customer feel good about spending his or her money

Regular customer → a customer who always returns to the same business, or buys the same product

Tough customer → a customer that is not easily convinced that he or she should purchase the product being offered

Satisfied customer → a customer that walks away from a deal reeling happy about the money she or he spent

Irate customer → a customer who is angry about something that the company did

Return customers → satisfied customers who return because of the company's positive qualities

Customer service → the way a customer is treated by a company's employees

Customer satisfaction → how happy customer feels after a purchase

TRANSLATIONS

Ponudba in povpraševanje = supply and demand
Upadanje = bust, slump
Ekonomski kazalniki = economic indexes
Propad = downfall, collapse
Pomoč = aid
Ponovni dvig, ozdravitev = recovery
Gospodarska napoved = economic forecast
Presežek in primankljaj = surplus and deficit
Podpora za nezaposlene = unemployment benefit
Služba brez perspective = non prospect employment
Potrošniška družba = consumerist society
Dokazi = evidence
Šibka valuta = weak currency
Prikrivati številke = conceal numbers
Revščina = poverty
Neizterljive dajatve = bad debt
Kreditna sposobnost/boniteta = credit rating
Vrednostni papirji = stocks
Trg vrednostnih papirjev = securities markets
Bankrotirati = to go bankrupt, bankruptcy, go to the wall, go down the drain, ..
Dolžniki = debtors
Upniki = creditors
Odkup terjatev = factoring
Provizija = commission
Neporavnan dolg = outstanding debt
Obroki, anuitete = instalments
Posredniki = intermediaries
Cena najvišjega razreda = exorbitant price
Zviševanje cen = mark-up pricing
Zniževanje cen = to slash prices
Delovni čas = working hours
Interna številka = extension
Podkupnina = bribe

Podkupovanje = bribery
Natečaj, ponudba = tender
Nestanoviten = volatile
Strm porast = an upsurge
Skleniti donosen posel = clinching a lucrative deal

GDP = gross national product
VAT = value added tax
DINK = double income, no kids
YUPP-ies = young urban professionals
GETT = general agreement on tariffs and trade
IT = information technology
SME = small and medium enterprises
B2C = business to customer
B2B = business to business
PLC = public limited company
CEO = chief executive officer
CFO = chief financial officer
FD = finance director
MD = managing director
R&D = research and development
BA = Bachelor of Arts
MA = Master of Arts
BSc = Master of Science
MBA = Master of Business Administration
PhD = Doctor of Philosophy