

ADOPT - take over (an idea etc.) from another person.

A BILL - a proposal for a new law

ACHIEVEMENT - something achieved., 2 a the act or process of achieving. b an instance of this.

ADVERTISEMENT - a public notice or announcement, esp. one advertising goods or services in newspapers, on posters, or in broadcasts.

ADVERTISING CLINIC - a place to brainstorm or discuss ideas about advertising

ANNUAL REPORT – a yearly publication showing a company's financial position

ANTI – ESTABLISHMENT – non in agreement with government or authority

APPLIANCE - a device or piece of equipment used for a specific task, esp. a machine for domestic use.

APPLY - make a formal request for something to be done, given, etc.

APPRAISAL PROGRAMMES – a series of tests

ASSET - a useful or valuable quality. b a person or thing possessing such a quality or quality

AVAILABILITY OF LABOUR – that is how easy or difficult is to find workers

AVAILABILITY OF RAW MATERIALS – such as oil and wood

BALANCE SHEET - a document showing assets and liabilities of an organization at a particular point in time.

BAR CODES – they are patterns of thick and thin stripes, or bars, which an electronic scanner reads

BENEFITS - a favourable or helpful factor or circumstance; advantage, profit.

BORROW - acquire temporarily with the promise or intention of returning.

CABLE – cables were used to communicate before telex or fax

CARDINAL NUMBER - number indicate quantity (one, two, three, etc.), as opposed to an ordinal number

CASE – container

CASH AND CARRY – customer can buy from the manufacturer's

CHAIN STORE – one of a group of shops owned by the same company

CHAIRMAN - a person chosen to preside over a meeting, a the permanent president of a committee, a board of directors

CHECKOUT COUNTER - a long flat-topped fitment in a shop, bank, across which business is conducted with customers.

CODE OF PRACTICE – or set of rules, for -CUSTOMER CARE

COLOURFUL - 1 having much or varied colour; bright., 2 full of interest; vivid, lively.

COMPETING - competing, esp. in an examination, in trade, etc

COMPETITOR - a rival, esp. in business or commerce.

CONVENTI - **a** general agreement, esp. agreement on social behaviour etc. by implicit consent of the majority.

b a custom or customary practice, esp. an artificial or formal one

COURTEOUS - polite, kind, or considerate in manner; well-mannered

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CUSTOMER - a person who buys goods or services from a shop or business., a person one has to deal with

CUSTOMER PROFILE – the sort of persons who will buy the product

CUSTOMISED – designed for a particular customer

DECLINE - deteriorate; lose strength or vigour; decrease, reply with formal courtesy that one will not accept

DECREASE - make or become smaller or fewer

DECREASE - make or become smaller or fewer, the act or an instance of decreasing.

DELICATESSEN COUNTER – a section of a shop which sells special cheeses, cooked meat, salads...

DEPARTMENT STORE – a large shop with many departments or sections-each department sells a different type of goods

DEVELOP - bring or come into existence

DISPOSABLE - intended to be used once and then thrown away

DOOR-TO-DOOR SALES – an agent for the company sells the product or service to the customer at home

DROP - a reduction in prices, temperature, etc.

DROPE D SLIGHTLY FRO 1997 TO 1999

EMBLEM - symbol

EMPLOYEE - a person employed for wages or salary, esp. at non-executive level.

ENCOURAGE - give courage, confidence, or hope to.

ENTERTAINMENT - a public performance or show.

ENVIRONMENT - the physical surroundings, conditions, circumstances, etc., in which a person lives

ESTABLISH - set up or consolidate (a business, system, etc.) on a permanent basis

ESTABLISHED - achieve permanent acceptance for (a custom, belief, practice, institution, etc.),

ETHICAL CUNSOMERS – they expect the companies they buy from to behave responsibly

ETICAL POLICY covers areas such as PAYMENT ON TIME , PRODUCT POLICY and the environment

EXECUTIVE - a person or body with managerial or administrative responsibility in a business organization etc.; a senior businessman or businesswoman.

EXPENSIVE - costing much, 2 making a high charge.

EXPERIENCE - knowledge or skill resulting from this

FALL - go or come down freely; descend rapidly from a higher to a lower level

FEATURE - a distinctive or characteristic part of a thing.

FELL DRAMATICALLY FROM 1992 TO 1993

FELL SHARPLY FRO 1999 TO 2000

FLATTER ORGANISATION – organisation in which there are fewer managers and people have equal status

FOUNDER - a person who founds an institution.

GLOBAL - worldwide

GOALS - the object of a person's ambition or effort; a destination; an aim

GOODS- all kinds of personal property.

HOUSEHOLD - the occupants of a house regarded as a unit, 2 a house and its affairs.

HYPERMARKET – a very large supermarket often located on the edge of a town or city

INCREASE - make or become greater in size, amount, or more numerous, advance (in quality, attainment, etc.)

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INCREASED*CONSIDERABLY* - thoughtful towards other people; careful not to cause hurt or inconvenience.

INFLATION - a general increase in prices and fall in the purchasing value of money. b an increase in available currency regarded as causing this.

INFRASTRUCTURE - roads, bridges, sewers, etc., regarded as a country's economic foundation.

INNOVATIV - Latin innovare 'make new, alter' (as in-2, novus 'new')]

INTEREST RATE – the amount the bank charges you to borrow money

INVESTMENT OPPORTUNITY – a chance to make your money work for you

INVESTORS – people who use money to earn more money

ITINERARY - a detailed route.,2 a record of travel.,3 a guidebook., adj. of roads or travelling.

KEENLY SOUGHT – are taken very seriously

LABOUR COSTS – how much it costs to employ people

LATERAL THINKING – thinking in a creative way, making unusual connection

LEGAL UP – some extra help

LIGHTER - a device for lighting cigarettes etc

MAIL ORDERE – a company sends goods by post from its warehouse

MAMAGEMENT - the process of managing or being managed; the action of managing., 2 a the professional
administration of business concerns, public undertakings

MANAGE - organize; regulate; be in charge of (a business, household, team, a person's career, etc.)

MANAGING BY CONSENSUS – managing by getting everyone to agree

MANUFACTURE - a the making of articles, esp. in a factory etc. b a branch of industry

MARKET - The gathering of people for the purchase and sale of provisions, livestock,... with a number of different vendors

MARKET- conditions as regards, or opportunity for, buying or selling.

MOTIVATION – reason why people do thinks

MULTINATIONALS – are companies which operate in a number of countries

NET PROFIT - the effective profit; the actual gain after working expenses have been paid

OBJECT - a material thing that can be seen or touched

OPEN MARKET - an unrestricted market with free competition of buyers and sellers.

OPERATING PROFIT – the gross profits minus the costs of overheads

ORDINAL NUMBER – a number which shows order or sequence

PACKAGING - a wrapping or container for goods, is used to protect goods and presents the image of them

PARTICIPATION - taking part

PATENT – to get a legal document to stop others manufacturing a product

PIE CHART – a circular graph divided into sectors

PLANT – factory

PRICE – is the amount the good cost

PRODUCT - a thing or substance produced by natural process or manufacture

PRODUCTION- the act or an instance of producing; the process of being produced

PROFIT MARGIN - the profit remaining in a business after costs have been deducted.

PRONOUNCED - of a word, sound., uttered. strongly marked; decided (a pronounced flavour; a pronounced limp).

PROTECTION - a the act or an instance of protecting. b the state of being protected; defence (affords protection against the weather). c a thing, person, or animal that provides protection

PROVIDE - supply; furnish (provided them with food; provided food for them; provided a chance for escape)

QUEUE-- a line or sequence of persons, vehicles, etc., awaiting their turn to be attended to or to proceed.

REBEL – someone who fights against authority

RECESSION - a temporary decline in economic activity or prosperity, a receding or withdrawal from a place or point.
a receding part of an object; a recess

REFEREE - a person willing to testify to the character of an applicant for employment etc

REPEAT BUSINESS- companies want customers to buy from them again and again- CUSTOMER LOYALTY

RETAIL- the sale of goods in relatively small quantities to the public, and usu. not for resale (

RISING - going up; getting higher.

ROSE STEADILY FROM 1993 TO 1997

SALARY - a fixed regular payment, usu. monthly or quarterly, made by an employer to an employee, esp. a professional or white-collar worker

SERVICE- assistance or benefit given to someone.

SHAREHOLDER - an owner of shares in a company.

SHOPPING CENTRE MALL – a covered with shops, supermarkets and restaurants

SKILL- expertness, practised ability, facility in an action; dexterity or tact.

SMART - a clever; ingenious; quick-witted (a smart talker; gave a smart answer).

SNACK – FOOD - a light, casual, or hurried meal. 2 a small amount of food eaten between meals.

SOCIAL - of or relating to society or its organization.

SPECIALIST RETAILER – a shop which only sells one type of product, usually of high quality

STABILIZE - make or become stable.

STEAL - take (another person's property) illegally, take (property etc.) without right or permission, esp. in secret with the intention of not returning it.

STOCK - a store of goods etc. ready for sale or distribution etc

STRATEGY - a plan of action or policy in business or politics etc.

STYLISH - fashionable; elegant., 2 having a superior quality, manner, etc

SUBSIDIARIES – Parent or HOLDING COMPANY owns other companies or parts of other companies

SUPERMARKET – a large self-service shop selling food and drink and also small household items

SUPPLIER – is an agent who provides goods or services

SUPPORTIVE - providing support or encouragement.

SWOT ANALYSIS – an analysis of company's strengths **S** and weaknesses **W** and also of opportunities **O** and threats **T**

SYNONYMOUS WITH A DISPOSABLE AGE – represents our fast-moving world

TAX YEAR - financial year - a year as reckoned for taxing or accounting (e.g. the British tax year, reckoned from 6 April)

TAXES - a contribution to state revenue compulsorily levied on individuals, property, or businesses

THE END JUSTIFIES THE MEANS – it doesn't matter what methods you use ; success is only important thing

THE INTERNET (E- COMMERCE) – electronic shopping from companies websites

TILL DISPLAY - a drawer for money in a shop or bank , esp. with a device recording the amount of each purchase.

TO MODIFY – make small changes

TO POSE AS – to pretend or make believe

TO REFINE - improve

TRADEMARK - a device, word, or words, secured by legal registration or established by use as representing a company, product.

TREND - a general direction and tendency (esp. of events, fashion, or opinion etc.), bend or turn away in a specified direction

TROUBLESHOOTING – solving problems

TURNOVER - the amount of money taken in a business.

TV SALES – customer see product advertise on the screen and place their orders by phone / fax / the internet

UNEMPLOYMENT - the state of being unemployed., the condition or extent of this in a country or region

UNIQUE SELLING POINTS of a product are the things that make it special and different from other similar products

USEFUL - a of use; serviceable. b producing or able to produce good results (gave me some useful hints)