



HOLY TRINITY

Business Vocabulary

This subject is not offered at KS3

	<u>Y10</u>	<u>Y11</u>
1a	Enterprise Entrepreneur Consumer Obsolete E-commerce M-commerce Social media Payment platform Marketplace Data Demographic Risk Financial reward Market research	Research and development Innovation E-commerce Merger Takeover Public Limited Company Multinational Assets Interest Secured Dividends Stock Market Flotation Stock Exchange Degree of Competition Market share Culture Retrenchment Organisational structure Product Portfolio Globalisation Imports Exports Domestically Tariff Protectionist measure Trading bloc

		<p>Glocalisation Ethics Stakeholder Trade-off Profit margin Green audit Sustainability Finite resource (also known as a non-renewable resource) Pressure group Boycott Viral marketing Lobbying</p>
1b	<p>Convenience Viable Market research Focus group Target market Sample Data Biased Ethics Source Analysis Incentive Valid Segmentation Demographics Axes</p>	<p>Marketing mix Aesthetics Viable Product portfolio Economies of scale Maximise Unique Selling Point (USP) Mass market Generic Niche market Discontinued Emotive language Sales promotion Stock Pressure group Viral marketing E-commerce M-commerce Retailing E-tailing Markup</p>

		Third-party platform Integrated marketing mix Patent
2a	Market share Profit Social objectives Income stream Viable Income statement Stakeholder Break-even point Credit Overheads Insolvent Consumables Trade credit Overdraft Cheque Venture capital Return on investment Shareholders Share capital Credit check Security Asset Guarantor Retained profit	Bespoke Automation Profit Economies of scale Downtime Standardised Cost per unit (average cost) Supply chain management (SCM) Procurement Variable costs Fluctuate Logistics Perishable Quality mark Competitive advantage E-tailing Retailing Transaction Quantitative Metric Qualitative Differentiate
2b	Limited liability Assets Incorporated Unlimited liability Unincorporated Sole trader Partnership	Cost of sales Profit margin Inflation Variable Infographic Demographic Qualitative data

	<p>Deed of partnership Private limited company Shareholders Franchise Franchisor Franchisee Labour Footfall Demographics National Living Wage Bulk-gaining product Bulk-reducing product E-commerce M-commerce Multi-channel Undercut Price war Product differentiation Brand loyalty Market share Recession Promotional mix Business plan SMART objectives Market research Target market Revenue Profit Cash flow Budgets Negative cash balance Overdraft Bank loan</p>	<p>Layers Span of control Accountability Freelance Roles Responsibilities Salary band Productivity Legislation Motivation Retain Autonomy Job satisfaction</p>
3a	Stakeholder	Revision

	Shareholders Private limited company Public limited company Stock exchange Profit Payment terms Ethics Conflict Real-time Cookies Legislation Reasonable care Induction Comply Minimum wage Discrimination Protected characteristic Levy Globalisation Bank of England Tax Imports Exports Gross profit Obsolete	
3b		<u>Exam</u>