



## COMMERCIAL VOCABULARY

accounting	an accountant	an account
an acquisition	an advertisement	an advertising campaign
the assets	the after sales service	an agenda
an appointment	an assembly-line	the balance
a balance sheet	a bank	bankruptcy
a bargain	benchmarking	a bill
the Board of Directors	a branch	the brand
the branding	a budget	in bulk
the business	business connections	a business contract
business hours	business intelligence	a business plan
a buyer	cash on delivery	a channel of distribution
a certified public accountant	cheap	co-branding
a commercial traveller	a commercial network	a commission
a company	a private company	a public company
the competition	competitive intelligence	a competitor
a consignment note	a consultant	a consumer
a corporation	cost	a creditor
a customer	custom duties	cash with order
a deadline	a debt	a debtor
delivery	the domestic trade	the external trade
the foreign trade	debt collection	a demand
a department	deregulation	direct mailing
direct marketing	a disadvantage	a discount
an employee	the expenses	expensive
the liabilities	the facilities	a feedback
a file	a firm	the goods
the growth	a guarantee	a billboard
the head office	an increase	the income tax
the industry	insolvent	an interest-rate
an inventory	an invoice	the layoff
lifecycle	a limited liability company	a loss
loyalty	the management	the margin
the market	the market leader	a market survey
a market share	merchandise	a merger
a niche	overhead expenses	an offer
an order	an outlet	packaging
payment	penalty	a preliminary contract
the premises	the price	a product
production	profit	profit margin
the profitability	a promotion	a purchase
range	a reduction	retail facilities
refund	the report	reporting
responsibilities	the result	the retailer



revenue  
a salary  
a sample  
solvent  
supply  
a takeover  
tax  
transport  
a trade show  
the turnover  
a wage scale

the rise  
sales  
a schedule  
in full settlement  
the support  
target market  
team building  
trade  
a trade union  
an unfair competition  
a warehouse

the risk  
when the sales are on  
a seller  
a stock  
a survey  
a trademark  
a think tank  
the trade register  
a trend  
the value for money  
within 7 days

## USEFUL VERBS

to advertise  
to audit the accounts  
to be broke  
to cancel an order  
to check  
to come to maturity  
to consider  
to dispatch  
to compete with  
to employ  
to estimate  
to file for bankruptcy  
to fund  
to get better  
to invest  
to join a trade union  
to lower  
to manage  
to owe money to  
to order  
to provide  
to process  
to plan  
to recall products  
to refund  
to ship  
to succeed

to afford  
to be in the red  
to break a contract  
to charge  
to comply with  
to conduct a survey  
to decrease  
to distribute  
to complain  
to establish a business  
to exchange  
to find a niche  
to go bankrupt  
to honor a contract  
to invoice  
to launch a product  
to measure  
to make money  
to own  
to obtain  
to promote  
to pay  
to pay by installments  
to recruit  
to rise  
to stock up  
to violate a contract

to approve  
to borrow  
to buy in bulk  
to convince  
to cost  
to confirm  
to deliver  
to develop  
to file  
to establish  
to extend  
to found a business  
to get worse  
to improve  
to increase  
to lend  
to merchandise  
to maintain  
to organize  
to provide credit arrangements  
to produce  
to purchase/to buy  
to reach  
to reduce  
to sell  
to subsidize  
to win