



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	the rise	the risk
a salary	sales	when the sales are on
a sample	a schedule	a seller
solvent	in full settlement	a stock
supply	the support	a survey
a takeover	target market	a trademark
tax	team building	a think tank
transport	trade	the trade register
a trade show	a trade union	a trend
the turnover	an unfair competition	the value for money
a wage scale	a warehouse	within 7 days



USEFUL VERBS

to advertise	to afford	to approve
to audit the accounts	to be in the red	to borrow
to be broke	to break a contract	to buy in bulk
to cancel an order	to charge	to convince
to check	to comply with	to cost
to come to maturity	to conduct a survey	to confirm
to consider	to decrease	to deliver
to dispatch	to distribute	to develop
to compete with	to complain	to file
to employ	to establish a business	to establish
to estimate	to exchange	to extend
to file for bankruptcy	to find a niche	to found a business
to fund	to go bankrupt	to get worse
to get better	to honor a contract	to improve
to invest	to invoice	to increase
to join a trade union	to launch a product	to lend
to lower	to measure	to merchandise
to manage	to make money	to maintain
to owe money to	to own	to organize
to order	to obtain	to provide credit arrangements
to provide	to promote	to produce
to process	to pay	to purchase/to buy
to plan	to pay by installments	to reach
to recall products	to recruit	to reduce
to refund	to rise	to sell
to ship	to stock up	to subsidize

to succeed



to violate a contract

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