

Business

Starting a business

- To put forward: offered for people to consider (*He went to his bank manager and put forward a business plan*).
- Business plan: a plan of how the business will operate.
- Custom-built: specially made for a particular person or thing (*to sell custom-built computers on the Internet*).
- To launch: started, perhaps with a special event to mark the beginning (*He launched his business a year later...*).
- To roll out: make a new product available for the first time (*Two years later, he rolled out an expanded range, including tablets and other hand-held devices*).
- Expanded: made bigger (*expanded range*).
- Firm: company.
- To manufacture: produce goods (*His firm now manufactures around 200 machines a year and delivers to 26 countries around the world*).
- Customer care: looking after the customer's needs.
- Priority: something very important which must be dealt with first.
- Market research (uncountable): Finding out beforehand what people want or need (*We didn't really do any proper market research and we weren't sure if such machines would sell*).
- Recession: period of low economic activity and bad conditions for business.
- Potential: possible when the conditions are right.
- Risk: possibility of something bad happening (*But I felt there were enough potential customers to make it worth the risk*).

- Order books: the list of orders waiting to be completed (*Soon, designers, scientists, academics and other professional people were requesting personalised machines and our order books were full*).
- Going forward: going into the future (*Going forward, Archer plans to expand the business further and a new range of machines will launch next year*).

Language tips

- In business English, some verbs which usually need an object can be used with an object or with the real object acting as the subject.

With object

We **sold** 200 instruments last year.

They are **launching** a new range.

They are **rolling out**.

Real object as subject

We didn't know if the instruments would **sell**.

The new range **launches** next year.

The new range will **roll out** next year.

Common business English phrases and collocations

- CEO: Chief Executive Officer.
- Corporation: a large company or group of companies that is controlled together as a single organisation.
- To do business (with): to be involved in commerce.
- To access new markets: reach and do business with new groups of customers or parts of the world where something might be sold.
- Build contacts: expand your professional network.
- To make a profit: to earn some profit.

- Stiff competition (uncountable): other companies trying hard to be more successful than you.
- Get (regular) feedback (uncountable): information/opinions about what people think of a product or service.

Language tips

- *Profit* is countable.
*We made **a profit** last year.*
*Their **profits** have grown every year.*
NOT *Their profit has grown.*
- *Business* can be countable and uncountable.
*We hope to do more **business** in Asia next year.* (uncountable = the activity)
*New **businesses** are launched on the Internet every day.* (countable = enterprises/companies)

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