Exercise 1

Match the words and phrases with the definitions.

apply	bankruptcy	deal	launch	loan	profit	start-up
			target market			

1. an amount of money that is borrowed and has to be paid back with interest: _______________
2. a situation in which a company or a person has no money to continue in business: _______________
3. an event to celebrate or introduce something new: _______________
4. money that is earned in business after paying the costs of producing and selling goods and services: _______________
5. an agreement or an arrangement, especially in business: _______________
6. a particular group of consumers which a product or service is aimed at: _______________
7. a small business that has just been set up: _______________
8. to request something, especially in writing or by sending a form: _______________