



MATCH THE WORD WITH ITS MEANING

Business Plan

Marketing

Sales

Finance

Budget

Profit

Revenue

Expense

Investment

Market Research

_____ A formal document that outlines a company's objectives and strategies for achieving them.

_____ The total income generated by a business through sales of goods or services.

_____ The process of gathering, analyzing, and interpreting information about a market, including its size, trends, and consumer preferences.

_____ A financial plan that outlines expected income and expenses over a specific period.

_____ The financial gain obtained from a business's operations after subtracting expenses.

_____ The process of promoting, selling, and distributing a product or service.

_____ The management of money and other assets.

_____ The allocation of resources (such as money, time, or effort) with the expectation of obtaining a future benefit.

_____ The cost incurred in the process of generating revenue for a business.

_____ The exchange of goods or services for money or other valuable consideration.





Globalization

Strategy

Supply Chain

Sustainability

Leadership

Entrepreneur

Networking

Product Development

**Corporate Social
Responsibility (CSR)**

Human Resources

_____ The creation or improvement of goods or services to meet customer needs and preferences.

_____ The network of companies and activities involved in producing and distributing a product or service.

_____ The department responsible for managing employee-related activities, including recruitment, training, and performance evaluation.

_____ The ability to influence and guide others toward achieving common goals.

_____ A plan of action designed to achieve a specific goal or objective.

_____ A person who starts and manages a business, typically taking on financial risks in the pursuit of profit.

_____ The process of increasing interconnectedness and interdependence among countries, economies, and cultures.

_____ The practice of meeting current needs without compromising the ability of future generations to meet their own needs.

_____ The commitment of a company to contribute to the well-being of society and the environment through ethical business practices and philanthropy.

_____ The process of building and maintaining relationships with others in a professional context to exchange information, contacts, and resources.