

Business

1 VERBS AND EXPRESSIONS

- 1 Although GAP stands for Genuine American Product, most of its clothes are manufactured in Asia.
- 2 In 1989 Pepsi-Cola _____ a new **product** called *Pepsi A.M.*, which was aimed at the "breakfast cola drinker." It was an immediate flop.
- 3 The Spanish airline Iberia _____ **with** British Airways in 2011.
- 4 Apple Inc. is considered one of the best companies in the world for the way they _____ **their products**.
- 5 *Prosciutto* is a kind of Italian ham. Two of the best-known kinds are San Daniele and Parma, which are _____ in the Friuli and Emilia regions of Italy, and are _____ all over the world.



market
produced
exported
launched
merged

set up – imported – took over – grows – drop
became – close up – expanded

- 6 The Royal Bank of Scotland _____ NatWest Bank in 2000, even though it was in fact a smaller rival.
- 7 The social media company Facebook _____ **the market leader** in 2008, and it's still the US's most-used social media website.
- 8 Zara shops were opened in Spain in 1975, but the company soon _____ internationally.
- 9 Nowadays it is a risk to _____ a new **business**. In the US, 20–25% of businesses fail in their first year.
- 10 The cost of living in Iceland is so high because so many food products have to be _____.
- 11 In a boom period, standards of living improve greatly and the economy _____ quickly.
- 12 During a recession, many companies _____ and standards of living _____.



c Do or make? Put the phrases in the right column.

business (with) /ˈbɪznəs/ a deal /di:l/ (= business agreement)
a decision /dɪˈsɪʒn/ an investment /ɪnˈvestmənt/ a job /dʒɒb/
a loss (opposite profit) /lɒs/ market research /ˈmɑːkət ˈrɪsərtʃ/
money /ˈmʌni/ well / badly

do	make
business (with)	

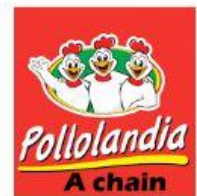
2 ORGANIZATIONS AND PEOPLE

a **Organizations** Match the words and definitions.

- 1 a chain _____ a group of stores, hotels, etc. owned by the same person or company
- 2 _____ an organization that produces or sells goods or provides a service
- 3 _____ a company that has offices or factories in many countries
- 4 _____ the main office of a company
- 5 _____ an office or store that is part of a larger organization, e.g., a bank



A business



A branch



Headquarters



A multinational

b **People** Match the words and definitions.

- 1 _____ the group of people who work for an organization
- 2 _____ someone who buys goods or services, for example from a store or restaurant
- 3 _____ someone who receives a service from a professional person, for example from a lawyer
- 4 _____ a person who works with you
- 5 _____ the person with the highest rank in a company
- 6 _____ the person who owns a business
- 7 _____ the person in charge of part of an organization, for example a store or a branch



A costumer



A client



The manager



The CEO



A colleague



The staff