

## 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: \_\_\_\_\_