

BUSINESS

"There are no secrets to success. It is the result of preparation, hard work, and learning from failure."

— Colin Powell

Mixed up vocabulary

mernakigt - (n) making people aware of a company and its products or services

mareagn - (n) a person who is in charge of a team, project or department

airvtde - (v) you need to do this if you want people to know about a product

pfotri - (n) the money you make after deducting your costs

Isso - (n) if you don't make enough money, you probably made a...

baker - enev - (v) if you don't make money or lose money

minegte - (n) a get-together with colleagues to discuss business matters

Idioms and collocations

I'm on holiday next week, but please *keep me in the* _____ while I'm away.

Joshua was late for the meeting again so he can *take the* _____.

I'm going to have to work all weekend in order to *meet the* _____.

If we release it this quarter, I'm certain we can *corner the* _____ in smart-wallets.

That was Tom on the phone, we've *got the green* _____ to start the Omega project.

| |
|---|
| <i>deadline</i> <i>light</i> <i>market</i> <i>loop</i> <i>minutes</i> |
|---|

Grammar bit

If we lower the price by \$3, I think we can increase sales two fold.

- Yes, if we sell it for \$9.99, we'll definitely increase sales but we won't make as much profit.