



Activity #1 - choose the correct word that matches the meaning:

1. An estimate of expected income and expense:
 - a. Investment
 - b. Market
 - c. Budget
 - d. Economy

2. The potential buyers for a specific product or service:
 - a. Market
 - b. Economy
 - c. Budget
 - d. Supermarket

3. Something new:
 - a. Present
 - b. Innovation
 - c. Disc-On-key
 - d. Investment

4. The money received for products or services:
 - a. Expense
 - b. Income
 - c. Profit
 - d. Budget

5. A person who buys products or services:
 - a. Customer
 - b. Manager
 - c. Investor
 - d. Entrepreneur

6. The money spent on something:
 - a. Income
 - b. Budget
 - c. Product
 - d. expense

Activity #1 - Fill in the correct word:

You may use the word bank.

1. The _____ is always right!
2. _____ is the buying and selling of goods and services over the internet.
3. The Disc-On-Key was an Israeli _____.
4. The company's newest _____ is selling well.
5. What is the average weekly _____ for a family of four?
6. Buying a home is usually a good _____.
7. This company sells mainly to the Israeli _____.
8. Developing a _____ is important for every business!
9. If you want to _____, your _____ must be bigger than your _____.

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|----------|------------|------------|--------------------------|------------|--------|
| customer | budget | innovation | product | E-commerce | income |
| expense | investment | market | make a profit/make money | strategy | |



