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 ________.

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