

Vocabulary Business strategy collocations

1 Put the letters in brackets in the correct order to complete the sentences.

- 1 In 2010 Kraft made a successful _____ (ktaoerve) bid for Cadbury.
- 2 We shouldn't miss the _____ (potporuniest) that present themselves.
- 3 Our new _____ (docprut) line is selling well.
- 4 We must develop new _____ (gasterties) to attract clients.
- 5 Kraft Heinz is a _____ (jamor) player in the food industry.

2 Choose the correct option.

- 1 Our ____ margins are not as good as they could be.
a development b profit c innovation d strategy
- 2 Our travel budget must be suspended if we are going to make a ____ this year.
a cost b profit c margin d opportunity
- 3 It is necessary to ____ this problem immediately.
a take b make c miss d solve
- 4 Has anyone come up with a ____ for our next advertising campaign yet?
a plan b problem c risk d cost
- 5 If we come across problems, they will have to be ____.
a tackled b taken c missed d planned

Word building - verbs, nouns and adjectives

3 Use the clues to complete the crossword.

Across

- 4 to obtain something by buying it or being given it
- 5 to do what you tried or wanted to do
- 7 the joining together of two or more companies or organisations to form one larger one
- 9 a lack of success in achieving or doing something

Down

- 1 to become larger in size, number, or amount, or to make something become larger
- 2 making money, not losing (for a business or company)
- 3 the process of gradually becoming bigger, better, stronger or more advanced
- 6 an increase in amount, number or size
- 8 involving a possibility that something bad will happen

