

## Vocabulary plus definitions

1. blackout	power cut-loss of energy-electricity
2. benefit	advantage
3. investment	money that is used to get a profit or to make a business activity successful
4. backup	something you can use to replace something that does not work or is lost
5. threat	possible danger
6. long-term	relating to what will happen in the distant future
7. critical choice	important decision-it has a significant impact on a situation
8. diversify	start to make new products or offer new services
9. stick to	continue doing one thing and not change
10. to shape	influence something and make it develop in a particular way
11. supplies	things necessary for daily life or for a particular purpose

## Examples of the vocabulary in context

### VOCABULARY

#### Fill in the gaps with the correct option

1. Last week, we had a ..... in the office, and everyone had to stop working because the computers and lights went off suddenly.
2. One big ..... of using this new software is that it saves a lot of time, making our work much easier and faster.
3. Buying new equipment for the factory is a smart ..... plan because it will help us produce more goods in less time.
4. It's important to create a ..... of your important documents on the computer, so if something goes wrong, you won't lose all your work.
5. The new competitor in the market is a significant ..... to our business because they offer similar products at lower prices.
6. To ensure success with ..... goals, the company is developing a strategic plan for sustained growth."

7. Choosing the right person for the job or making the right decision is a..... for the company because it can affect how well the team works together.
8. To make things safer and more profitable, the company will.....and produce new products
9. Even when things get tough, it's important to..... your plans and keep going.
10. The company is in good .....financially, and everyone is working well together to achieve our goals.
11. We need to order more office..... like pens and paper to make sure everyone has what they need to do their jobs effectively.