

INTELLIGENT BUSINESS

Complete using one Word from the list. Pay attention! There are extra words!

PROFITABLE -DISKS -SYSTEM -PROVIDE -ECONOMY -CUSTOMER -DATABASES -INFRASTRUCTURE -MANUFACTURE -RISKY -INFORMATION -

PRODUCTS -MONEY -EMPLOYERS -FLYERS -CAREER -TIME -CATALOGUES- IDEAS- CAREERS -JOBS -WORK -RETAILERS -IMAGINATION -MAGAZINES

1. Most companies have a _____ service staff to deal with complaints
2. IT makes it easy store huge amounts of data, or _____ on computer _____.
3. Some companies _____ goods and others _____ services.
4. It's difficult to persuade people to invest in _____ projects
5. You need to be sure that the new region has a good _____ and a stable _____ to set up a new office.
6. Product information is created in the form of _____ and _____
7. Creative people have innovative _____
8. _____ sell goods to the general public
9. Productivity means the amount of goods produced in relation to the _____, _____ and _____ needed
10. _____ advisers give people advise about _____

What is it? Write words for these definitions:

1. System of organization to place people into levels: _____
2. People who sell insurance policies: _____
3. Modern – recent: _____
4. Person or company that provides goods: _____
5. Careful study to discover new facts or info: _____
6. Money that you pay the government for a service: _____
7. Investigation of opinions: _____
8. Questions or doubts: _____
9. List of things arranged in order: _____
10. Person who makes money by starting a new business: _____

Match the questions to the answers:

1. What are retailers? _____
2. What is a brand made of? _____
3. What is a start up? _____
4. What do insurances protect shops from? _____
5. What do marketing experts do? _____
6. What is etiquette? _____
7. Why do people work hard? _____
8. What is 'image'? _____
9. What are job seekers? _____
10. When does a company have a good chance of making a profit? _____

- A. This happens when it can finance the operation, find customers and beat the competition
- B. People without job who is trying to find one
- C. It's a new business
- D. A name, a logo (a symbol) and a design make it.
- E. They sell goods to the general public
- F. Risks such as fire, accident and theft
- G. They work hard to create brands and promote the brand image through advertising
- H. the general opinion most people have of a company or product
- I. Motivation makes them do that