Yet Another English

Бизнес и торговля · B1 · сущ. · слова

B1 | 36 слов | с переводом и примерами

Слова подборки

boom /buːm/ B1

бум

a period of rapid economic growth and success

> The oil boom brought great wealth to the region.
> Нефтяной бум принёс большое богатство в этот регион.

buyer ˈbaɪə B1

покупатель

a person who buys something, especially for a company or at a market

> The house attracted several interested buyers within the first week.
> За первую неделю дом привлёк нескольких заинтересованных покупателей.

consumer /kənˈsjuːmə/ B1

потребитель

a person who buys and uses goods or services

> Consumers are demanding more environmentally friendly products.
> Потребители требуют более экологичных продуктов.

dealer ˈdiːlə B1

дилер

a person or company that buys and sells goods, especially cars or drugs

> She bought her car from a local dealer at a good price.
> Она купила машину у местного дилера по хорошей цене.

demand /dɪˈmɑːnd/ B1

спрос

a strong request for something, or the need for something by many people

> There is a high demand for skilled workers in this industry.
> В этой отрасли существует высокий спрос на квалифицированных рабочих.

distribution /ˌdɪstrɪˈbjuːʃən/ B1

распределение

the process of giving or sending things to many people or places

> The distribution of food to refugees took several days.
> Распределение еды беженцам заняло несколько дней.

economics ˌiːkəˈnɒmɪks B1

экономика

The study of how money, industry, and trade are organized in society

> She is studying economics at university.
> Она изучает экономику в университете.

economy /ɪˈkɒnəmi/ B1

экономика

the system by which a country's money, industry, and trade are organised

> The country's economy grew by 4% last year.
> Экономика страны выросла на 4% в прошлом году.

establishment /ɪˈstæblɪʃmənt/ B1

учреждение

the act of starting or creating an organisation, system, or institution

> The establishment of the new university took several years.
> Создание нового университета заняло несколько лет.

expo /ˈɛkspəʊ/ B1

выставка

a large public event where companies and organizations show their products and services

> The tech expo attracted thousands of visitors.
> Техническая выставка привлекла тысячи посетителей.

exports /ˈekspɔːts/ B1

экспорт

goods or services sold to another country

> The country's main exports are oil and gas.
> Основные статьи экспорта страны — нефть и газ.

firm /fɜːm/ B1

фирма

a company or business

> She works for a large law firm.
> Она работает в крупной юридической фирме.

flagship /ˈflægʃɪp/ B2

флагман

the most important product, service, or building that represents an organization

> The new smartphone is the company's flagship.
> Новый смартфон — флагман компании.

franchise /ˈfræntʃaɪz/ B2

франшиза

a right to sell a company's products or services in a particular area using its name and system

> She bought a fast-food franchise and opened her own restaurant.
> Она купила франшизу быстрого питания и открыла собственный ресторан.

goods /gʊdz/ B1

товары

things that are made to be sold; products

> The shop sells a wide range of goods.
> Магазин продаёт широкий ассортимент товаров.

---

guarantee /ˌgærən'tiː/ B1

гарантия

a promise that something will happen or that something works correctly; a document confirming this

> The product comes with a two-year guarantee.
> Продукт поставляется с двухлетней гарантией.

---

inventory 'ɪnvəntri B1

инвентаризационная опись

a list of all the goods or items in a place

> The store does an inventory every month.
> Магазин проводит инвентаризацию каждый месяц.

---

logo 'ləʊgəʊ B1

логотип

a design or symbol used by an organisation to identify it

> The company redesigned its logo to look more modern.
> Компания переработала свой логотип, чтобы он выглядел современнее.

---

marketplace /'mɑːkɪtpleɪs/ B1

рынок

a place in a town where people buy and sell goods, often outdoors

> The farmers sell their vegetables at the local marketplace every Saturday.
> Фермеры продают свои овощи на местном рынке каждую субботу.

---

merchant /'mɜːtʃənt/ B1

торговец

a person or company that buys and sells goods in large quantities, especially internationally

> Merchants travelled along the Silk Road to trade their goods.
> Торговцы путешествовали по Шёлковому пути, чтобы торговать своими товарами.

---

mvp em vi: pi: B2

MVP

minimum viable product: a basic version of a product with enough features to be used by customers

> We launched an MVP to test the market.
> Мы запустили MVP, чтобы протестировать рынок.

---

negotiation nɪˌgəʊʃiˈeɪʃən B1

переговоры

Discussion between people aimed at reaching an agreement, especially in business or politics.

> Salary negotiation can be uncomfortable, but it is important.
> Переговоры о зарплате могут быть неудобными, но они важны.

---

niche niːʃ C1

рыночная ниша

a specialized segment of the market for a particular kind of product or service

> They found a niche in the market for eco-friendly cleaning products.
> Они нашли нишу на рынке экологически чистых моющих средств.

---

resource rɪˈzɔːs B1

ресурс

Something that a country, person, or organization has and can use, such as money, land, or skills

> The country has few natural resources.
> В стране мало природных ресурсов.

---

retail /ˈriːteɪl/ B1

розничная торговля

the selling of goods to the public in shops

> She has worked in retail for fifteen years.
> Она работает в розничной торговле пятнадцать лет.

---

retailers ˈriːteɪləz B1

розничный продавец

a person or business that sells goods to the public, usually in small quantities

> Many retailers offer discounts during the holiday season.
> Многие розничные продавцы предлагают скидки в праздничный сезон.

---

rivals /ˈraɪvəlz/ B1

соперник

a person, company, or thing that competes with another in the same field or for the same objective

> The two companies are fierce rivals in the smartphone market.
> Эти две компании — ярые соперники на рынке смартфонов.

---

shipments /ˈʃɪpmənts/ B1

грузы

goods that are sent together from one place to another

> The company received a large shipment of electronics yesterday.
> Вчера компания получила крупную партию электроники.

---

shopper /ˈʃɒpə/ B1

покупатель

a person who is buying things in a shop or shops

> The shops were crowded with shoppers looking for last-minute gifts.
> Магазины были переполнены покупателями, ищущими подарки в последний момент.

shortage /ˈʃɔːtɪdʒ/ B1

нехватка

a situation where there is not enough of something that is needed

> There is a serious shortage of teachers in rural areas of the country.
> В сельских районах страны ощущается серьёзная нехватка учителей.

sponsor /ˈspɒnsə/ B1

спонсор

A person or company that gives money to support an event, organization, or person

> The local bank is the main sponsor of the festival.
> Местный банк является главным спонсором фестиваля.

stall /stɔːl/ B1

прилавок

A large table or small shop with an open front where things are sold, usually in a market or fair

> She bought fresh vegetables from a market stall near the town square.
> Она купила свежие овощи на рыночном лотке около городской площади.

stock /stɒk/ B2

акция

a share in the ownership of a company that can be bought and sold

> He bought stocks in a technology company.
> Он купил акции технологической компании.

suppliers səˈplaɪəz B1

поставщики

a company or person that provides goods or services to another business or person

> We need to find new suppliers for our raw materials.
> Нам нужно найти новых поставщиков сырья.

supply /səˈplaɪ/ B1

запас

an amount of something that is available to be used

> The country has a limited supply of fresh water.
> В стране ограниченный запас пресной воды.

warranty /ˈwɒrənti/ B1

гарантия

A written promise from a company to repair or replace a product if it breaks within a certain time.

> The laptop comes with a two-year warranty.
> Ноутбук поставляется с двухлетней гарантией.

Чек-лист самопроверки

Закрой правую колонку, вспомни перевод — отметь выученное.

- [ ] **boom** — бум
- [ ] **buyer** — покупатель
- [ ] **consumer** — потребитель
- [ ] **dealer** — дилер
- [ ] **demand** — спрос
- [ ] **distribution** — распределение
- [ ] **economics** — экономика
- [ ] **economy** — экономика
- [ ] **establishment** — учреждение
- [ ] **expo** — выставка
- [ ] **exports** — экспорт
- [ ] **firm** — фирма
- [ ] **flagship** — флагман
- [ ] **franchise** — франшиза
- [ ] **goods** — товары
- [ ] **guarantee** — гарантия
- [ ] **inventory** — инвентаризационная опись
- [ ] **logo** — логотип
- [ ] **marketplace** — рынок
- [ ] **merchant** — торговец
- [ ] **mvp** — MVP
- [ ] **negotiation** — переговоры
- [ ] **niche** — рыночная ниша
- [ ] **resource** — ресурс
- [ ] **retail** — розничная торговля
- [ ] **retailers** — розничный продавец
- [ ] **rivals** — соперник
- [ ] **shipments** — грузы
- [ ] **shopper** — покупатель
- [ ] **shortage** — нехватка
- [ ] **sponsor** — спонсор
- [ ] **stall** — прилавок
- [ ] **stock** — акция
- [ ] **suppliers** — поставщики
- [ ] **supply** — запас
- [ ] **warranty** — гарантия