Yet Another English

Бизнес и торговля · B1 · слова

B1 | 44 слова | с переводом и примерами

Слова подборки

acquire /əˈkwaɪə/ B1

приобретать

to get or gain something, especially through effort, purchase, or experience over time

> She has acquired a lot of experience working in different countries.
> Она приобрела большой опыт, работая в разных странах.

advertise /ˈædvətaɪz/ B1

рекламировать

to make a product, service, or event known to people, especially by paying to show it on TV, in newspapers, etc.

> The company spent millions advertising their new product on social media.
> Компания потратила миллионы на рекламу нового продукта в социальных сетях.

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.

commercial /kəˈmɜːʃəl/ B1

коммерческий

related to buying and selling goods and services

> The city has a large commercial district.
> В городе есть крупный торговый район.

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 'di:lə 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 /dɪ'mɑ:nd/ 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.

distribute /dɪ'strɪbju:t/ B1

распространять

To give or deliver something to a number of people or places

> Volunteers distributed food and water to the flood victims.
> Волонтёры раздавали еду и воду пострадавшим от наводнения.

distribution /ˌdɪstrɪ'bju:ʃən/ 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.

economic /ˌi:kə'nɒmɪk/ B1

экономический

relating to the economy, trade, or the production of goods and services

> The country is facing serious economic problems.
> Страна сталкивается с серьёзными экономическими проблемами.

economics ˌi:kə'nɒmɪks 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 /ɪ'kɒnəmi/ 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 /ɪ'stæblɪʃmənt/ 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.

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expo /'ɛkspəʊ/ 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.

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exports /'ekspɔ:ts/ 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.

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firm /fɜ:m/ B1

фирма

a company or business

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

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flagship /'flægʃɪp/ 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.

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franchise /'fræntʃaɪz/ 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.

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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.

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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.

launch /lɔːntʃ/ B1

запускать

to start something new, especially a product or project; to send a rocket or ship into the air or water

> The company plans to launch a new product next month.
> Компания планирует выпустить новый продукт в следующем месяце.

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.

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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.

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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.

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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.

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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.

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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.

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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.

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shipped ʃɪpt B1

отправили

to send goods from one place to another

> The order was shipped yesterday.
> Заказ был отправлен вчера.

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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.

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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.

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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.

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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.

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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.

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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.

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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.

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swap swɒp B1

обменивать

to give something to someone and receive something in return

> We swapped phone numbers.
> Мы обменялись номерами телефонов.

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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.

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- [ ] **commercial** — коммерческий
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- [ ] **dealer** — дилер
- [ ] **demand** — спрос
- [ ] **distribute** — распространять
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- [ ] **expo** — выставка
- [ ] **exports** — экспорт
- [ ] **firm** — фирма
- [ ] **flagship** — флагман
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- [ ] **inventory** — инвентаризационная опись
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- [ ] **logo** — логотип
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- [ ] **mvp** — MVP
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- [ ] **niche** — рыночная ниша
- [ ] **resource** — ресурс
- [ ] **retail** — розничная торговля
- [ ] **retailers** — розничный продавец
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- [ ] **shipments** — грузы
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- [ ] **shortage** ..... нехватка
- [ ] **sponsor** ..... спонсор
- [ ] **stall** ..... прилавок
- [ ] **stock** ..... акция
- [ ] **suppliers** ..... поставщики
- [ ] **supply** ..... запас
- [ ] **swap** ..... обменивать
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