Yet Another English

Бизнес и торговля

100 слов

с переводом и примерами

yetanotherenglish.com/blog/podborki/biz_trade

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.

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acquisition /ˌækwɪˈzɪʃn/ B2

приобретение

the act of getting something, or something that you get

> The company's latest acquisition is a software startup.
> Последнее приобретение компании — стартап в области программного обеспечения.

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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.

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advertising ˈædvətaɪzɪŋ A2

реклама

The activity of telling people about products or services in order to persuade them to buy

> The company spends a lot of money on advertising.
> Компания тратит много денег на рекламу.

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bid /bɪd/ B2

предложение

an offer to pay a particular amount of money for something

> She made a bid of five hundred pounds for the antique vase at the auction.
> Она предложила пятьсот фунтов за антикварную вазу на аукционе.

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bidding /ˈbɪdɪŋ/ B2

торги

The process of offering prices at an auction; or the act of following someone's orders.

> The bidding for the painting started at £5,000 and quickly rose to £50,000.
> Торги на картину начались с 5000 фунтов и быстро выросли до 50 000.

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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.

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brand /brænd/ A2

бренд

a type of product made by a particular company with a specific name

> Which brand of shampoo do you prefer?
> Какую марку шампуня вы предпочитаете?

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business /ˈbɪznɪs/ A1

бизнес

the activity of buying and selling goods or services; a company or shop

> She started her own business three years ago.
> Три года назад она открыла собственный бизнес.

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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.

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capitalise on /ˈkæp.ɪ.təl.aɪz ɒn/ B2

извлекать выгоду

to use a situation or opportunity to get an advantage for yourself

> The company capitalised on the growing demand for electric cars.
> Компания извлекла выгоду из растущего спроса на электромобили.

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client ˈklaɪənt B2

клиент

A person or company that pays for services from a professional person or business

> The lawyer met with her client to discuss the case.
> Адвокат встретилась с клиентом, чтобы обсудить дело.

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commerce /ˈkɒmɜːs/ B2

торговля

the activity of buying and selling goods and services

> The internet has transformed commerce around the world.
> Интернет изменил торговлю по всему миру.

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commercial /kə'mɜːʃəl/ B1

коммерческий

related to buying and selling goods and services

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

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company /'kʌmpəni/ A2

компания

a business organization that makes or sells goods or services

> She works for a software company.
> Она работает в компании по разработке программного обеспечения.

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concession /kən'seʃn/ B2

уступка

Something you agree to give up or change in order to reach an agreement.

> The government made several concessions to end the strike.
> Правительство пошло на ряд уступок, чтобы прекратить забастовку.

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consumer /kən'sjuːmə/ B1

потребитель

a person who buys and uses goods or services

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

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corporate /'kɔː.pər.ət/ B2

корпоративный

relating to a large company or corporation

> The company moved its corporate headquarters to New York.
> Компания перенесла штаб-квартиру в Нью-Йорк.

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corporation /ˌkɔːpə'reɪʃən/ B2

корпорация

a large company or group of companies treated as a single legal entity

> She works for a large multinational corporation.
> Она работает в крупной транснациональной корпорации.

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customer /'kʌstəmə/ A2

клиент

a person who buys goods or services from a business

> The shop has many loyal customers.
> В магазине много постоянных клиентов.

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deal /diːl/ A2

сделка

an agreement made between people or organisations, especially in business

> The two companies made a deal to work together for the next three years.
> Две компании заключили договор о сотрудничестве на следующие три года.

dealer 'diːlə 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'mɑːnd/ 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'strɪbjuːt/ 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'bjuːʃən/ 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.

distributor /dɪ'strɪbjʊtə/ B2

дистрибьютор

A company or person that supplies goods to shops or other businesses

> The film distributor signed a deal to show the movie in over fifty countries.
> Кинодистрибьютор подписал сделку о показе фильма более чем в пятидесяти странах.

division /dɪ'vɪʒən/ B2

деление

the process of dividing something; a separate part of an organization

> She manages the sales division of the company.
> Она руководит отделом продаж компании.

economic /ˌiːkəˈnɒmɪk/ 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.

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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.

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economist /ɪˈkɒnəmɪst/ B2

экономист

An expert in economics who studies how money, industry, and trade are organised

> Leading economists warned that the tax cut could lead to higher inflation.
> Ведущие экономисты предупредили, что снижение налогов может привести к росту инфляции.

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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.

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endorse ɪnˈdɔːs B2

поддерживать

To publicly support or recommend a person, product, or course of action

> The senator refused to endorse any candidate before the primary elections.
> Сенатор отказался поддержать кого-либо из кандидатов до первичных выборов.

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enterprise /ˈentəpraɪz/ B2

предприятие

a business or company, especially a new one

> The new enterprise created 200 jobs.
> Новое предприятие создало 200 рабочих мест.

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entrepreneur ˌɒntrəprəˈnɜː B2

предприниматель

a person who starts their own business and takes risks to make a profit

> The young entrepreneur started his first business at the age of 22 with very little money.
> Молодой предприниматель открыл свой первый бизнес в 22 года, имея очень мало денег.

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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.

exchange /ɪks'tʃeɪndʒ/ A2

обмен

an act of giving something and receiving something else in return

> There was an exchange of gifts at the ceremony.
> На церемонии состоялся обмен подарками.

export /ɪk'spɔːt/ B2

экспортировать

to send goods or services to another country for sale

> The country exports a large amount of oil to Europe.
> Страна экспортирует большое количество нефти в Европу.

exports /'ekspɔːts/ 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 /'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.

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.

gimmick /ˈgɪm.ɪk/ B2

уловка

a trick or device intended to attract attention or increase sales, often without real value

> The new phone's holographic display is just a gimmick; it doesn't improve usability.
> Голографический дисплей нового телефона — это просто уловка; он не улучшает удобство использования.

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 /ˌgærənˈtiː/ 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.

import /ɪmˈpɔːt/ B2

импортировать

to bring goods, services, or data into a country or system from another place

> The country imports most of its oil from the Middle East.
> Страна импортирует большую часть нефти с Ближнего Востока.

incentive /ɪnˈsentɪv/ B2

стимул

something that encourages a person to do something or work harder

> The government offered tax incentives to attract foreign investment.
> Правительство предложило налоговые льготы для привлечения иностранных инвестиций.

inventory ˈɪnvəntri 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 ˈləʊgəʊ 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.

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market /ˈmɑːkɪt/ A2

рынок

a place where things are bought and sold, or the trading of a particular product

> We buy fresh vegetables at the local market.
> Мы покупаем свежие овощи на местном рынке.

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marketing /ˈmɑːkɪtɪŋ/ B2

маркетинг

the activity of promoting and selling products or services, including market research and advertising

> The company invested heavily in digital marketing.
> Компания вложила значительные средства в цифровой маркетинг.

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marketplace /ˈmɑːkɪtpleɪs/ 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.

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merchandise ˈmɜːtʃəndaɪz B2

товар

goods that are bought and sold; official products sold by a brand or entertainer

> The store sells a wide range of merchandise, from clothing to electronics.
> Магазин продаёт широкий ассортимент товаров — от одежды до электроники.

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merchant /ˈmɜːtʃənt/ 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.

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merger /ˈmɜːdʒə/ B2

слияние

the combination of two companies or organisations into one

> The merger between the two banks was approved by regulators.
> Регуляторы одобрили слияние двух банков.

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mogul /ˈməʊgəl/ B2

магнат

a very rich and powerful person, especially in business or the media

> The media mogul owned several television channels and two major newspapers.
> Медиамагнат владел несколькими телеканалами и двумя крупными газетами.

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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.

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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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offer /ˈɒfə/ A2

предлагать

to say that you are willing to give something to someone or do something for them

> She offered me a cup of tea.
> Она предложила мне чашку чая.

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owner ˈəʊnə A1

владелец

a person who owns something — who it legally belongs to

> The owner of the café opened a second branch last year.
> Владелец кафе открыл второй филиал в прошлом году.

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ownership ˈəʊnəʃɪp B2

владение

the state or fact of owning something

> The ownership of the house passed to his son.
> Право собственности на дом перешло к его сыну.

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partnership /ˈpɑːtnəʃɪp/ B2

партнёрство

a relationship between two or more people or organisations working together

> The two companies formed a partnership to develop new technology.
> Две компании создали партнёрство для разработки новых технологий.

product /ˈprɒdʌkt/ A2

продукт

something that is made and sold, especially in large quantities

> They launched a new product last month.
> В прошлом месяце они выпустили новый продукт.

projection /prəˈdʒekʃən/ B2

прогноз

a statement or calculation about what will happen in the future, based on current information

> Sales projections for next year look very promising.
> Прогнозы продаж на следующий год выглядят очень обнадёживающе.

purchase /ˈpɜːtʃəs/ B2

приобретать

to buy something

> You can purchase tickets online or at the door.
> Вы можете приобрести билеты онлайн или на входе.

recession /rɪˈseʃn/ B2

рецессия

A period when the economy of a country is doing badly, with less business activity and more unemployment.

> During the recession, many factories closed and unemployment rose sharply.
> В период рецессии многие заводы закрылись, и безработица резко выросла.

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.

retailer /ˈriːˌteɪlər/ B2

розничный торговец

A person or business that sells goods directly to the public

> Online retailers have changed the way people shop for clothes and electronics.
> Интернет-ритейлеры изменили то, как люди покупают одежду и электронику.

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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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roll out /ˌrəʊl ˈaʊt/ B2

запускать

to introduce a new product or service to the public

> The company plans to roll out its new smartphone next month.
> Компания планирует запустить свой новый смартфон в следующем месяце.

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rolled out rəʊld aʊt B2

запустить

to officially launch or introduce a new product, service, or system

> The company rolled out a new software update last week.
> Компания запустила новое обновление программного обеспечения на прошлой неделе.

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rolling out /ˌrəʊlɪŋ ˈaʊt/ B2

запускать

to introduce or launch a new product, service, or system to the public or to a group of users

> The company is rolling out its new software next month.
> Компания запускает своё новое программное обеспечение в следующем месяце.

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sale /seɪl/ A1

продажа

the act of selling something; when something is sold for money

> The sale of the house was completed last week.
> Продажа дома была завершена на прошлой неделе.

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sector 'sektə B2

сектор

a part of an economy, society, or area that has particular characteristics

> The technology sector has seen huge growth in recent years.
> Технологический сектор за последние годы резко вырос.

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sell /sel/ A1

продавать

to give something to someone in exchange for money

> He sold his old car for £500.
> Он продал свою старую машину за 500 фунтов.

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sell out /sel aʊt/ B1

распродать

to sell all of something, so that no more is available

> The concert tickets sold out within hours.
> Билеты на концерт были распроданы за несколько часов.

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shipments /'ʃɪpmənts/ 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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shipping /'ʃɪpɪŋ/ B2

доставка

the transporting of goods from one place to another; the business of transporting goods by ship

> Shipping costs are included in the price of the product.
> Стоимость доставки включена в цену товара.

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shop ʃɒp A1

магазин

A building or part of a building where goods are sold

> She went to the shop to buy some bread.
> Она пошла в магазин купить хлеба.

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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.

shopping /ˈʃɒpɪŋ/ A1

покупки

the activity of going to shops to buy things

> I need to do some shopping for the party tonight.
> Мне нужно сделать кое-какие покупки к вечеринке сегодня вечером.

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.

startup /ˈstɑːtʌp/ B2

стартап

a new company that has just started doing business, especially one that uses new technology or ideas

> Many startups fail within the first year due to lack of funding.
> Многие стартапы терпят неудачу в первый год из-за нехватки финансирования.

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.

stockpile 'stɒkpaɪl B2

запас

a large amount of something stored for future use, especially in case of shortage

> The country built up a stockpile of grain in case of a poor harvest.
> Страна создала запас зерна на случай плохого урожая.

store /stɔː/ A1

магазин

a place where things are sold; a shop

> I need to go to the store to buy some milk.
> Мне нужно зайти в магазин купить молока.

supplier /sə'plaɪə/ B2

поставщик

A company or person that provides goods or services to another company

> We are looking for a reliable supplier of raw materials.
> Мы ищем надёжного поставщика сырья.

suppliers sə'plaɪəz 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 /sə'plaɪ/ 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.

swap swɒp B1

обменивать

to give something to someone and receive something in return

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

trade /treɪd/ A2

торговля

the buying and selling of goods and services between people or countries

> International trade is very important for the economy.
> Международная торговля очень важна для экономики.

trader /ˈtreɪ.dər/ B2

торговец

A person who buys and sells goods or services

> Market traders set up their stalls at five in the morning before the crowds arrived.
> Рыночные торговцы установили прилавки в пять утра до прихода толпы.

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venture ˈventʃə B2

предприятие

a new business activity that involves risk

> She started a new business venture selling handmade jewellery online.
> Она начала новый бизнес-проект по продаже ювелирных изделий ручной работы в интернете.

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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.

- [ ] **acquire** — приобретать
- [ ] **acquisition** — приобретение
- [ ] **advertise** — рекламировать
- [ ] **advertising** — реклама
- [ ] **bid** — предложение
- [ ] **bidding** — торги
- [ ] **boom** — бум
- [ ] **brand** — бренд
- [ ] **business** — бизнес
- [ ] **buyer** — покупатель
- [ ] **capitalise on** — извлекать выгоду
- [ ] **client** — клиент
- [ ] **commerce** — торговля
- [ ] **commercial** — коммерческий
- [ ] **company** — компания
- [ ] **concession** — уступка
- [ ] **consumer** — потребитель
- [ ] **corporate** — корпоративный
- [ ] **corporation** — корпорация
- [ ] **customer** — клиент
- [ ] **deal** — сделка
- [ ] **dealer** — дилер
- [ ] **demand** — спрос
- [ ] **distribute** — распространять
- [ ] **distribution** — распределение
- [ ] **distributor** — дистрибьютор
- [ ] **division** — деление
- [ ] **economic** — экономический
- [ ] **economics** — экономика
- [ ] **economist** — экономист
- [ ] **economy** — экономика
- [ ] **endorse** — поддерживать
- [ ] **enterprise** — предприятие
- [ ] **entrepreneur** — предприниматель
- [ ] **establishment** — учреждение
- [ ] **exchange** — обмен

- [ ] **export** — экспортировать
- [ ] **exports** — экспорт
- [ ] **firm** — фирма
- [ ] **flagship** — флагман
- [ ] **franchise** — франшиза
- [ ] **gimmick** — уловка
- [ ] **goods** — товары
- [ ] **guarantee** — гарантия
- [ ] **import** — импортировать
- [ ] **incentive** — стимул
- [ ] **inventory** — инвентаризационная опись
- [ ] **launch** — запускать
- [ ] **logo** — логотип
- [ ] **market** — рынок
- [ ] **marketing** — маркетинг
- [ ] **marketplace** — рынок
- [ ] **merchandise** — товар
- [ ] **merchant** — торговец
- [ ] **merger** — слияние
- [ ] **mogul** — магнат
- [ ] **mvp** — MVP
- [ ] **negotiation** — переговоры
- [ ] **niche** — рыночная ниша
- [ ] **offer** — предлагать
- [ ] **owner** — владелец
- [ ] **ownership** — владение
- [ ] **partnership** — партнёрство
- [ ] **product** — продукт
- [ ] **projection** — прогноз
- [ ] **purchase** — приобретать
- [ ] **recession** — рецессия
- [ ] **resource** — ресурс
- [ ] **retail** — розничная торговля
- [ ] **retailer** — розничный торговец
- [ ] **retailers** — розничный продавец
- [ ] **rivals** — соперник
- [ ] **roll out** — запускать
- [ ] **rolled out** — запустить
- [ ] **rolling out** — запускать

- [ ] **sale** ..... продажа
- [ ] **sector** ..... сектор
- [ ] **sell** ..... продавать
- [ ] **sell out** ..... распродать
- [ ] **shipments** ..... грузы
- [ ] **shipped** ..... отправили
- [ ] **shipping** ..... доставка
- [ ] **shop** ..... магазин
- [ ] **shopper** ..... покупатель
- [ ] **shopping** ..... покупки
- [ ] **shortage** ..... нехватка
- [ ] **sponsor** ..... спонсор
- [ ] **stall** ..... прилавок
- [ ] **startup** ..... стартап
- [ ] **stock** ..... акция
- [ ] **stockpile** ..... запас
- [ ] **store** ..... магазин
- [ ] **supplier** ..... поставщик
- [ ] **suppliers** ..... поставщики
- [ ] **supply** ..... запас
- [ ] **swap** ..... обменивать
- [ ] **trade** ..... торговля
- [ ] **trader** ..... торговец
- [ ] **venture** ..... предприятие
- [ ] **warranty** ..... гарантия