

T1 business	T1 goods	T1 services
T1 customers	T1 resources	T1 needs
T1 wants	T1 factors of production	T1 land

T1 fú wù	T1 shāng pǐn	T1 qǐ yè
T1 xū yào	T1 zī yuán	T1 gù kè
T1 tǔ dì	T1 shēng chǎn yào sù	T1 yù wàng

T1 labour	T1 capital	T1 enterprise
T1 scarce	T1 economic problem	T1 opportunity cost
T1 added value	T1 raw materials	T1 brand

T1 qǐ yè jiā cái néng	T1 zī běn	T1 láo dòng lì
T1 jī huì chéng běn	T1 jīng jì wèn tí	T1 xī quē
T1 pǐn pái	T1 yuán cái liào	T1 zēng zhí

T1 management	T1 finance	T1 competition
T1 primary sector	T1 manufacturing	T1 secondary sector
T1 tertiary sector	T1 developing economy	T1 developed economy

T1 jìng zhēng	T1 zī jīn	T1 guǎn lǐ
T1 dì èr chǎn yè	T1 zhì zào yè	T1 dì yī chǎn yè
T1 fā dá jīng jì tǐ	T1 fā zhǎn zhōng jīng jì tǐ	T1 dì sān chǎn yè

T1 de-industrialisation	T1 private sector	T1 profit
T1 public sector	T1 entrepreneur	T1 risk
T1 innovative	T1 business plan	T1 market

T1 lì rùn	T1 sī yíng bù mén	T1 qù gōng yè huà
T1 fēng xiǎn	T1 qǐ yè jiā	T1 gōng gòng bù mén
T1 shì chǎng	T1 shāng yè jì huà shū	T1 chuàng xīn

T1 raise finance	T1 start-up	T1 grants
T1 employees	T1 output	T1 revenue
T1 capital employed	T1 growth	T1 internal growth

T1 bǔ zhù jīn	T1 chū chuàng qǐ yè	T1 chóu jí zī jīn
T1 shōu rù	T1 chǎn liàng	T1 yuán gōng
T1 nèi bù zēng zhǎng	T1 zēng zhǎng	T1 suǒ yòng zī běn

T1 external growth	T1 merger	T1 takeover
T1 horizontal integration	T1 vertical integration	T1 conglomerate integration
T1 economies of scale	T1 marketing	T1 advertising

T1 shōu gòu	T1 hé bìng	T1 wài bù zēng zhǎng
T1 hùn hé yī tǐ huà	T1 zòng xiàng yī tǐ huà	T1 héng xiàng yī tǐ huà
T1 guǎng gào	T1 yíng xiāo	T1 guī mó jīng jì

T1 diseconomies of scale	T1 communication	T1 liability
T1 debts	T1 unlimited liability	T1 limited liability
T1 incorporated	T1 unincorporated	T1 sole trader

T1 zé rèn	T1 gōu tōng	T1 guī mó bù jīng jì
T1 yǒu xiàn zé rèn	T1 wú xiàn zé rèn	T1 zhài wù
T1 dú zī qǐ yè	T1 fēi fǎ rén	T1 fǎ rén

T1 partnership	T1 private limited company	T1 shareholders
T1 public limited company	T1 shares	T1 stock exchange
T1 dividend	T1 franchise	T1 franchisee

T1 gǔ dōng	T1 sī rén yǒu xiàn gōng sī	T1 hé huǒ qǐ yè
T1 zhèng quàn jiāo yì suǒ	T1 gǔ fèn	T1 gōng zhòng yǒu xiàn gōng sī
T1 jiā méng shāng	T1 tè xǔ jīng yíng	T1 gǔ xī

T1 franchisor	T1 joint venture	T1 social enterprise
T1 public corporation	T1 objective	T1 survival
T1 market share	T1 customer service	T1 environment

T1 shè huì qǐ yè	T1 hé zī qǐ yè	T1 shòu quán shāng
T1 shēng cún	T1 mù biāo	T1 guó yǒu qǐ yè
T1 huán jìng	T1 gù kè fú wù	T1 shì chǎng fèn é

T1 stakeholder	T1 suppliers	T1 tax
T1 local community	T1 conflict	T1 pollution
T2 motivation	T2 workforce	T2 employees

T1 shuì shōu	T1 gōng yìng shāng	T1 lì yì xiāng guān zhě
T1 wū rǎn	T1 chōng tū	T1 dāng dì shè qū
T2 yuán gōng	T2 yuán gōng duì wǔ	T2 jī lì

T2 productivity	T2 absenteeism	T2 labour turnover
T2 hierarchy of needs	T2 hygiene factors	T2 motivators
T2 wage	T2 time rate	T2 piece rate

T2 yuán gōng liú dòng lǚ	T2 quē qín	T2 shēng chǎn lǚ
T2 jī lì yīn sù	T2 bǎo jiàn yīn sù	T2 xū qiú céng cì
T2 jì jiàn gōng zī	T2 jì shí gōng zī	T2 gōng zī

T2 salary	T2 commission	T2 bonus
T2 profit sharing	T2 fringe benefits	T2 job rotation
T2 job enlargement	T2 job enrichment	T2 autonomy

T2 jiǎng jīn	T2 yòng jīn	T2 xīn jīn
T2 gōng zuò lún huàn	T2 é wài fú lì	T2 lì rùn fēn xiǎng
T2 zì zhǔ quán	T2 gōng zuò fēng fù huà	T2 gōng zuò kuò dà huà

T2 teamworking	T2 training	T2 promotion
T2 organisational chart	T2 hierarchy	T2 chain of command
T2 span of control	T2 subordinates	T2 delayering

T2 jìn shēng	T2 péi xùn	T2 tuán duì hé zuò
T2 zhǐ huī liàn	T2 céng jí	T2 zǔ zhī jié gòu tú
T2 biǎn píng huà	T2 xià shǔ	T2 guǎn lǐ fú dù

T2 management	T2 planning	T2 organising
T2 coordinating	T2 commanding	T2 controlling
T2 leadership style	T2 autocratic	T2 democratic

T2 zǔ zhī	T2 jì huà	T2 guǎn lǐ
T2 kòng zhì	T2 zhǐ huī	T2 xié tiáo
T2 mín zhǔ xíng	T2 zhuān zhì xíng	T2 lǐng dǎo fēng gé

T2 laissez-faire	T2 trade union	T2 recruitment
T2 selection	T2 job analysis	T2 job description
T2 person specification	T2 internal recruitment	T2 external recruitment

T2 zhāo pìn	T2 gōng huì	T2 fàng rèn xíng
T2 gōng zuò miáo shù	T2 gōng zuò fēn xī	T2 xuǎn bá
T2 wài bù zhāo pìn	T2 nèi bù zhāo pìn	T2 rén yuán guī gé

T2 application form	T2 CV	T2 interview
T2 tests	T2 induction training	T2 on-the-job training
T2 off-the-job training	T2 redundancy	T2 dismissal

T2 miàn shì	T2 jiǎn lì	T2 shēn qǐng biǎo
T2 zài zhí péi xùn	T2 rù zhí péi xùn	T2 cè shì
T2 jiě gù	T2 cái yuán	T2 tuō chǎn péi xùn

T2 employment laws	T2 contract of employment	T2 communication
T2 sender	T2 message	T2 medium
T2 receiver	T2 feedback	T2 one-way communication

T2 gōu tōng	T2 gù yōng hé tóng	T2 láo dòng fǎ
T2 méi jiè	T2 xìn xī	T2 fā sòng zhě
T2 dān xiàng gōu tōng	T2 fǎn kuì	T2 jiē shōu zhě

T2 two-way communication	T2 internal communication	T2 external communication
T2 customers	T2 suppliers	T2 communication barrier
T3 marketing	T3 customers	T3 sales

T2 wài bù gōu tōng	T2 nèi bù gōu tōng	T2 shuāng xiàng gōu tōng
T2 gōu tōng zhàng ài	T2 gōng yìng shāng	T2 gù kè
T3 xiāo shòu é	T3 gù kè	T3 yíng xiāo

T3 market share	T3 customer loyalty	T3 advertising
T3 market	T3 niche market	T3 mass market
T3 market segmentation	T3 market research	T3 primary research

T3 guǎng gào	T3 gù kè zhōng chéng dù	T3 shì chǎng fēn é
T3 dà zhòng shì chǎng	T3 lì jī shì chǎng	T3 shì chǎng
T3 yī shǒu diào yán	T3 shì chǎng diào yán	T3 shì chǎng xì fēn

T3 questionnaires	T3 secondary research	T3 sampling
T3 data	T3 marketing mix	T3 product
T3 product life cycle	T3 extension strategy	T3 brand

T3 chōu yàng	T3 èr shǒu diào yán	T3 wèn juǎn
T3 chǎn pǐn	T3 yíng xiāo zǔ hé	T3 shù jù
T3 pǐn pái	T3 yán cháng cè lüè	T3 chǎn pǐn shēng mìng zhōu qī

T3 packaging	T3 price	T3 cost-plus pricing
T3 penetration pricing	T3 price skimming	T3 competitive pricing
T3 promotional pricing	T3 dynamic pricing	T3 place

T3 chéng běn jiā chéng dìng jià	T3 jià gé	T3 bāo zhuāng
T3 jìng zhēng dìng jià	T3 piē zhī dìng jià	T3 shèn tòu dìng jià
T3 dì diǎn	T3 dòng tài dìng jià	T3 cù xiāo dìng jià

T3 channel of distribution	T3 wholesaler	T3 retailer
T3 direct selling	T3 e-commerce	T3 promotion (marketing)
T3 sales promotion	T3 internet	T3 social media

T3 líng shòu shāng	T3 pī fā shāng	T3 fēn xiāo qú dào
T3 tuī guǎng	T3 diàn zì shāng wù	T3 zhí xiāo
T3 shè jiāo méi tǐ	T3 hù lián wǎng	T3 cù xiāo

T3 marketing strategy	T3 legal controls	T3 consumer protection
T3 misleading	T3 international market	T3 tariffs
T3 competition	T4 production	T4 labour

T3 xiāo fèi zhě bǎo hù	T3 fǎ lǚ guǎn zhì	T3 yíng xiāo cè lüè
T3 guān shuì	T3 guó jì shì chǎng	T3 wù dǎo
T4 láo dòng lì	T4 shēng chǎn	T3 jìng zhēng

T4 services	T4 job production	T4 batch production
T4 flow production	T4 productivity	T4 technology
T4 motivation	T4 lean production	T4 just-in-time

T4 pī liàng shēng chǎn	T4 dān jiàn shēng chǎn	T4 fú wù
T4 jì shù	T4 shēng chǎn lǚ	T4 liú shuǐ xiàn shēng chǎn
T4 zhǔn shí zhì	T4 jīng yì shēng chǎn	T4 jī lì

T4 inventory	T4 automation	T4 cost
T4 fixed costs	T4 variable costs	T4 output
T4 total cost	T4 average cost	T4 revenue

T4 chéng běn	T4 zì dòng huà	T4 kù cún
T4 chǎn liàng	T4 kě biàn chéng běn	T4 gù dìng chéng běn
T4 shōu rù	T4 píng jūn chéng běn	T4 zǒng chéng běn

T4 profit	T4 break-even	T4 contribution
T4 break-even chart	T4 break-even point	T4 margin of safety
T4 quality	T4 customers	T4 brand

T4 gòng xiàn	T4 yíng kuī píng héng	T4 lì rùn
T4 ān quán biān jì	T4 yíng kuī píng héng diǎn	T4 yíng kuī píng héng tú
T4 pǐn pái	T4 gù kè	T4 zhì liàng

T4 customer loyalty	T4 quality control	T4 quality assurance
T4 manufacturing	T4 raw materials	T4 market
T4 tariffs	T4 legal controls	T5 finance

T4 zhì liàng bǎo zhèng	T4 zhì liàng kòng zhì	T4 gù kè zhōng chéng dù
T4 shì chǎng	T4 yuán cái liào	T4 zhì zào yè
T5 zī jīn	T4 fǎ lǚ guǎn zhì	T4 guān shuì

T5 start-up capital	T5 expansion	T5 working capital
T5 cash-flow	T5 short-term	T5 long-term
T5 retained profit	T5 assets	T5 loan

T5 yíng yùn zī jīn	T5 kuò zhāng	T5 qǐ dòng zī jīn
T5 cháng qī	T5 duǎn qī	T5 xiàn jīn liú
T5 dài kuǎn	T5 zī chǎn	T5 liú cún lì rùn

T5 interest	T5 overdraft	T5 shares
T5 debentures	T5 leasing	T5 hire purchase
T5 trade credit	T5 microfinance	T5 crowdfunding

T5 gǔ fèn	T5 tòu zhī	T5 lì xī
T5 fēn qī fù kuǎn	T5 zū lìn	T5 zhài quàn
T5 zhòng chóu	T5 xiǎo é xìn dài	T5 mào yì xìn dài

T5 grants	T5 cash	T5 profit
T5 revenue	T5 cash-flow forecast	T5 inflows
T5 outflows	T5 net cash flow	T5 opening balance

T5 lì rùn	T5 xiàn jīn	T5 bǔ zhù jīn
T5 liú rù	T5 xiàn jīn liú yù cè	T5 shōu rù
T5 qī chū yú é	T5 jìng xiàn jīn liú	T5 liú chū

T5 closing balance	T5 current assets	T5 current liabilities
T5 income statement	T5 cost of sales	T5 gross profit
T5 expenses	T5 profit for the year	T5 statement of financial position

T5 liú dòng fù zhài	T5 liú dòng zī chǎn	T5 qī mò yú é
T5 máo lì rùn	T5 xiāo shòu chéng běn	T5 sǔn yì biǎo
T5 cái wù zhuàng kuàng biǎo	T5 nián dù lì rùn	T5 fèi yòng

T5 liabilities	T5 non-current assets	T5 inventory
T5 non-current liabilities	T5 owners' equity	T5 ratios
T5 profitability	T5 gross profit margin	T5 profit margin

T5 kù cún	T5 fēi liú dòng zī chǎn	T5 fù zhài
T5 bǐ lǚ	T5 suǒ yǒu zhě quán yì	T5 fēi liú dòng fù zhài
T5 lì rùn lǚ	T5 máo lì lǚ	T5 yíng lì néng lì

T5 return on capital employed	T5 capital employed	T5 liquidity
T5 current ratio	T5 acid test ratio	T6 external influences
T6 business cycle	T6 growth	T6 boom

T5 liú dòng xìng	T5 suǒ yòng zī běn	T5 zī běn huí bào lǜ
T6 wài bù yǐng xiǎng	T5 sù dòng bǐ lǚ	T5 liú dòng bǐ lǚ
T6 fán róng	T6 zēng zhǎng	T6 jīng jì zhōu qī

T6 recession	T6 slump	T6 unemployment
T6 recovery	T6 taxation	T6 interest rates
T6 inflation	T6 exchange rates	T6 external costs

T6 shī yè	T6 xiāo tiáo	T6 shuāi tuì
T6 lì lǚ	T6 shuì shōu	T6 fù sū
T6 wài bù chéng běn	T6 huì lǚ	T6 tōng huò péng zhàng

T6 pollution	T6 external benefits	T6 sustainable development
T6 environment	T6 pressure group	T6 ethical behaviour
T6 conflict	T6 globalisation	T6 tariffs

T6 kě chí xù fā zhǎn	T6 wài bù shōu yì	T6 wū rǎn
T6 dào dé xíng wéi	T6 yā lì tuán tǐ	T6 huán jìng
T6 guān shuì	T6 quán qiú huà	T6 chōng tū

T6 multinational company	T6 import	T6 export

T6 chū kǒu	T6 jìn kǒu	T6 kuà guó gōng sī