



Name _____ Period _____ Date _____

BUSINESS BUZZWORDS

Directions: Fill in the meaning of the business terms as each student supplies the definition.

ACCOUNTS PAYABLE __ The amount of money you owe suppliers/lenders _____

ACCOUNTS RECEIVABLE __ The amount of money customers owe you _____

ADVERTISING __ A means of obtaining clients or customers _____

ASSETS __ What you own that has monetary value _____

CAPITAL __ Cash used for investing in business _____

CASH FLOW __ The money used for day-to-day operation _____

COMPETITION __ A place or person selling the same service or product _____

COST RATIO __ The percentage of the direct costs to retail price _____

DIRECT COSTS __ The costs of materials and labor _____

DISTRIBUTER __ One who buys the product wholesale and resells it to a retailer _____

INDIRECT COSTS __ Overhead costs _____

INVENTORY __ The amount of product on hand _____

INVOICES __ The documentation of a sale _____

LIABILITIES __ Indebtedness _____

MANUFACTURE __ To build, assemble, make _____

MARKET __ Who your clients will be; who will buy your product _____

MARKETING __ The process of building client awareness _____

MARKETING STRATEGY __ How you make your clients aware of your product or service _____

MARKUP __ The difference between wholesale cost and retail price _____

OVERHEAD __ The costs of running the business above materials and labor _____

PRICING STRUCTURE __ Direct costs vs. indirect costs vs. wholesale vs. retail _____

PRODUCT __ An item that has been manufactured for sale _____

PROFIT __ The same as "markup" _____

PROFIT MARGIN __ The percentage of the retail price that is profit _____

RAW PRODUCT COST __ The materials cost of a product _____

RETAIL __ The price for which the item is sold to the public _____

RETAILER __ One who sells to the public _____

SALES __ The dollar amount sold to buyers (retail and/or wholesale) _____

SERVICE __ Providing professional assistance rather than a product _____

WHOLESALE __ The price the retailer pays for the product _____