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_______________________
COMPEITION __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_____________________

II-VI-48