

administration (n)	firm (n)	loss (n)
brand (n)	fund (v)	market research (n)
client (n)	funding (n)	potential (adj)
commercial (adj)	generate (v)	production (n)
competitor (n)	income (n)	profit (n)
consumer (n)	industrial (adj)	promote (v)
corporate (adj)	industry (n)	service (n)
distribution (n)	insurance (n)	strategy (n)
feedback (n)	invest (v)	target (v)
financial (adj)	launch (v)	transport (v)

A Complete the texts using words and phrases from the boxes.

commercial buildings distribution of industrial area industry production transported

“ I work in the steel ¹_____. My job involves managing the ²_____ our product after it leaves the factory. Most of our steel ³_____ takes place at our factory in an ⁴_____ in the north of the country, but our customers are right across Europe. A lot of our steel is used in the construction of large ⁵_____ such as offices and shopping centres. So my job is to arrange for large quantities of steel to be ⁶_____ to their destination. ”

administration corporate clients financial services industry insurance insurance firm

“ I work in the ⁷_____. More specifically, I work for an ⁸_____. We provide ⁹_____ to large ¹⁰_____ as well as to private individuals, so I deal with lots of different types of people. A lot of my work involves fairly routine ¹¹_____, like responding to emails and keeping customer details updated, but it’s speaking directly to customers that I enjoy most. ”

- financial services:** *A lot of our students go on to work in banking or **financial services**.*
- customer / IT support service:** *For more information, please contact our **customer service** department.*
- health/social/emergency/public services:** *The government needs to spend more on **public services**.*
- the oil / food / construction / financial services industry:** *Jobs have been created in **the construction industry**.*
- the music/film/entertainment/tourism industry:** *The country’s **tourism industry** has suffered badly.*
- a law/an accounting/an insurance firm:** *a family **law firm***

B Match the first part of the sentences (1–5) to the second part (a–e).

- | | |
|---|---|
| 1 The area is a mix of housing and commercial | a clients, such as McDonalds and Microsoft. |
| 2 If you have an IT problem, please email our technical support | b properties, including shops, restaurants and offices. |
| 3 Many of the new jobs are in retail, tourism and other | c development in the region. |
| 4 There are fears for the environment due to huge industrial | d service industries. |
| 5 Our design company also works with big corporate | e services for help. |

C Complete the sentences. Use one word from the vocabulary list at the top of the page for each space. The first letter is provided.

- 1 The business got into f_____ difficulties and had to close.
- 2 Our company manages the d_____ of fresh produce from farms to supermarkets.
- 3 All the hotel’s food is grown locally and t_____ by road, not flown across the world.
- 4 Luke is based in the office and he’s responsible for a_____.
- 5 She works for the global accounting f_____ Ernst and Young.
- 6 It’s important to have travel i_____ in case of problems or accidents while you’re away.
- 7 The total world p_____ of cars in 1900 was only 9,000.

D Complete the text using words and phrases from the boxes.

brand competitors funding invest in market research potential consumers to promote

We came up with an idea for a new app to help university students find living accommodation. We began by doing lots of ¹_____. We spoke to groups of students to find out exactly what kind of features ²_____ would want from the app. We also looked to see what our ³_____ were doing. There are some websites that offer a similar service, but no other mobile apps. Then we had to choose a name for our ⁴_____, and we hired a designer to help us design a logo and a website. Before we could develop our business any further, we needed some ⁵_____. We spoke to several universities who agreed to ⁶_____ our business. In return, they were able ⁷_____ the app as part of their welcome package to students at a reduced rate.

big profit get feedback from launched make a loss strategy the income generated to fund to target

We ⁸_____ the app two years ago. Our ⁹_____ in the first year was ¹⁰_____ students at just a couple of universities. We wanted to check that everything worked and to ¹¹_____ users. In the first year, we didn't make a ¹²_____ – just a few hundred euros – but at least we didn't ¹³_____. And we learned a lot. We used ¹⁴_____ in the first year ¹⁵_____ work on improving the app. Now we think we have a much better product and, this year, we're ready to market it to students across the country.

A **customer** is somebody who buys a product or service.

A **client** pays a company for a professional service. A **client** can be a company or an individual.

*Several **clients** of the bank have complained about the charges.*

A **consumer** is the user of a product or service: *To the average **consumer**, most laptops look much the same.*

E Choose the best words or phrases to complete the sentences.

- GoCam *launched / promoted* their new camera in April and sold 5,000 in the first month.
- Last month, the company announced it had *made / won* its highest ever profit in the previous year.
- I've got a meeting with a *client / consumer* at midday.
- Selling advertising space is one way that websites can *fund / generate* income.
- The store made a number of changes based on feedback *of clients / from customers*.
- The company has just *invested in / invested to* a new research and training facility.
- The advertising campaign was *promoted / targeted* at people in the 18–24 age group.
- CompCom is in serious financial difficulty after making a big *loss / profit* last year.
- We use social media campaigns to attract *potential / target* customers to our website.
- Colour and design are really important so that consumers recognize your *brand / target*.
- You need a clear marketing *research / strategy* to help you grow your business successfully.
- We carried out *market research / a strategy* to find out about the buying habits of young *clients / consumers*.

F Change the part of speech of the words in brackets to complete the sentences. Add any other words necessary.

- We received some _____ from local government to get the project started. (fund)
- The company will begin _____ its new electric sports car next year. (produce)
- Many top athletes receive income from large _____ sponsors. (corporation)
- A lot of river pollution is caused by _____ waste from local factories. (industry)
- The Red Cross is organizing the _____ food supplies to people affected by the flood. (distribute)
- The city clearly needs more _____ public transport. (invest)
- It's difficult for small independent food shops to _____ the big supermarkets. (competitor)
- Before shops started charging, people in Ireland _____ over one billion plastic bags per year. (consumer)