

Unit 12 Intelligent business

Part A

Translations

1. to evolve -
2. preoccupation -
3. profit margin -
4. to bring st - uviesť niečo na trh
5. to buy sb - vyplatiť niekoho (z podielu)
6. to bring..... st - znížiť niečo (cenu)
7. - kúpna sila
8. - nevyhnutne
9. - výdaj
10. - oddanosť

Part B

Definitions

- I. - a method of buying something by giving a used item as part of the payment for a new one
- II. - a market segment in which there is little or no competition for a particular type of product or service, for which there is limited demand
- III. - the business that makes the most money for a company and that is considered to be its most important and central one
- IV. - to change from one thing to another, usually suddenly

Key

Part A

1. *vyvíjať sa*
2. *hlavný záujem*
3. *zisková marža*
4. *out*
5. *out*
6. *down*
7. *spending power*
8. *inevitably*
9. *expenditure, expense*
10. *devotion*

Part B

- I. *trade in*
- II. *niche*
- III. *core business*
- IV. *switch*