**activity** *n [C]* something that you do, or something that a company does: [attività] The company has different activities, for example making computer games and videos. Collocations work activities, business activities **diversify** *v [I]* increase the range of goods or services a company produces: [diversificare] Our company is diversifying into cosmetics - diversification *n [C, U]* [diversificazione]

**advertisement** *n [C]* abbreviation advert, ad a piece of film, a picture or writing used in advertising: [pubblicità] I saw the advertisement in the newspaper yesterday.

**advertising** *n [U]* telling people publicly about a product or service in order to persuade them to buy it: [pubblicità] The cost of TV advertising is very high. Collocation advertising campaign - advertise *v [T]* [pubblicizzare]

**apology** *n [C]* something that you say or write to show you are sorry for doing something wrong: [scusa, apologia] The company sent an apology to their customers for their poor service. apologise *v [ + for + -ing]* [scusarsi] We apologise for the inconvenience we have caused you.

**application** *n [C]* a formal, written request for something [domanda, richiesta]- job application a formal request to be considered for a job: [domanda di lavoro] We are considering your application for the job of marketing manager. - apply *v [+ for]*: [chiedere, fare domanda di] He applied for the job of sales assistant. - job applicant *n [C]* [chi presenta domanda di lavoro] someone who is applying for a job

**assembly** *n [U]* the process of putting the parts of a product together in manufacturing: [assemblaggio] Parts are manufactured in Japan and assembly is done in Turkey. - assemble *v [T]* [assemblare] - assembly line *n [C]* [linea di assemblaggio] method of making goods, especially cars, in a factory. The product moves along a line of machines or workers, each adding a different part or doing a different job.

**bankrupt** *adj* not having enough money to pay your debts and so not allowed to continue any business activities: [bancarotta] A lot of people will lose their jobs if the company goes bankrupt.

**bonus** *n [C]* an extra amount of money added to an employee’s salary for doing difficult or good work: [gratifica] The sales staff get excellent bonuses when they reach their sales targets.
**brainstorming** *n* [U] a way of developing new ideas and solving problems by having a meeting where everyone makes suggestions and these are discussed: ["brainstorming, "tempesta di cervelli"] *The team held a brainstorming meeting to get ideas for selling the new product.*

**brand** *n* [C] a name that a company gives to a product so that people can recognise it easily: ["marchio"] *We built the Veuve Clicquot brand slowly over seven years.* Collocations brand name, brand image - **branding** *n* [U] [branding (creazione e diffusione dell'identità di un marchio)]

**browse** *v* [T] look for information on the internet: ["navigare"] *About five hundred people browse our company website each day.* Collocation browsing habits

**budget** *n* [C] a detailed plan prepared by an organisation of how much money it will receive, how much it intends to spend and how it will spend the money: ["budget"] *The department has a budget of $4 million to spend on research.* Collocation a tight budget - **budget** *v* [I, T] [preventivare]

**business plan** *n* [C] a document produced by a new company giving details of expected sales and costs, how the company can be financed and why it can expect to make money: ["business plan, piano d'impresa"] *The bank needs to see a business plan before it will provide money for the start-up.*

**candidate** *n* [C] someone that a company is considering for a job: ["candidato"] *We are interviewing the candidates on Friday.*

**capacity** *n* [U] the amount of something that a factory can produce: ["capacità"] *Our production capacity has increased with the new technology.*

**capital** *n* [singular, U] money used to start a business: ["capitale"] *You’ll need more capital if you want the business to succeed.*

**career** *n* [C] a profession or job you have trained for and intend to do for your working life, and which offers the chance to improve your status and salary: ["carriera"] *I’m hoping to have a career in law.* Collocations careers advisor, careers advisory service, change careers

**challenge** *n* [C] something difficult that you feel determined to solve or achieve: ["sfida"] *The challenge for the company is how to pay its $3 billion debt.*

**claim** *n* [C] request for payment for damage, injury, theft, etc. for which you are insured: ["denuncia"] *If you want to make an insurance claim, you must fill out this form.* - **claim** *v* [T] [+ on] [richiedere] *He claimed for the damage on his car insurance.*
company  n [C] an organisation that makes or sells goods or services in order to make money: [azienda] He works for a software company.

competition  n [U] a situation in which businesses are trying to be more successful than others by selling more goods and services and making more profit: [concorrenza] There is strong competition between the two companies. - compete v [I] - [competere] competitor n [C] [concorrente, competitor] - competitive adj [competitivo]

complaint  n [C] a written or spoken statement by someone saying that they are unhappy about something: [reclamo] Our sales assistants are trained to deal with customer complaints in a friendly manner. - complain v [+ about] [reclamare] Many customers have complained about late delivery.

component  n [U] one part used in making a machine, vehicle, etc.: [componente] The company supplies electrical components to the car industry. Synonym part n [C] [parte]

consumer  n [C] a person who buys goods, products or services for their own use, not for business or to re-sell: [consumatore] Consumers are demanding more choice and variety.

contact  n [C] a person you know who may be able to help or advise you because of the work they do: [contatto] He has a lot of contacts in the film industry.

cost  1 n [C, U] the amount of money that you have to pay to buy or produce something: [costo] The cost of land in the city centre is very high. 2 costs [plural] [costi] the money that a business must regularly spend in order to continue its activities. Our profits are falling because of increasing costs. Synonym expenses n [plural] [spese] Collocations labour costs, manufacturing costs

cover  v [T] when an insurance policy covers someone or something, the insurance company will pay out if the person is injured; or if something is damaged, stolen, etc.: [coprire] The policy doesn't cover accidents that happen abroad. - cover n [U] [copertura] The policy provides cover for loss, damage and theft.

creative  adj producing or using new and interesting ideas: [creativo] We need to find a creative solution to the problem of falling sales. - creativity n [U] [creatività]

curriculum vitae  abbreviation CV  n [C] a document that gives details of a person's experience and qualifications: [curriculum vitae, abbr. CV] It is important to prepare your CV in the right way. Synonym resumé [curriculum]

customer  n [C] a person or organisation that buys goods or services from a shop or company: [cliente] A customer telephoned this morning to ask about prices.
**customer satisfaction** *n [U]* when customers who have paid for a product or service feel happy with it: *[soddisfazione cliente]* Our main goal is to achieve customer satisfaction at all times. - **satisfied, dissatisfied** *adj* [+ with] *[soddisfatto, insoddisfatto]* We are very dissatisfied with the service at your hotel.

**customer service** *n [U]* when an organisation helps customers by answering questions, listening to complaints, giving product advice, etc.: *[assistenza clienti]* The company says that it offers good customer service. - **customer services** *[plural]* *[servizio clienti]* the department in a company that deals with customer service

**damage** *n [U]* physical harm caused to something: *[danno]* The fire caused $100,000 of damage. - **damage** *v [T]* *[danneggiare]* The car was badly damaged in the accident.

**data** *n [U, plural]* information or facts about a particular subject that someone has collected: *[dati]* We don't have a lot of data on customers' buying habits.

**database** *n [C]* an organised collection of information that is stored on a computer: *[database, base di dati]* We are currently updating our customer files on the database.

**deal** *n [C]* an agreement or arrangement, especially one that involves the sale of something *[affare]* to get a good deal get an agreement to buy or sell a product at a good price: *[fare un buon affare]* We got a good deal when we bought this office as demand was low at the time.

**delivery** *n [C, U]* the act or process of bringing goods to the place or person who has ordered them: *[consegna]* We have arranged delivery of your order on Monday. Collocations *[just-in-time delivery, delivery date, delivery terms]*

**demand** *n [U]* the total amount of a type of goods or services that people or companies want to buy: *[domanda]* There was strong demand for jeans last month.

**development** 1 *n [U]* the growth or improvement of a business, industry or economy: *[sviluppo]* The government is providing funding for regional development. 2 *n [U]* planning and making new products or services: *[sviluppo]* The company is investing a lot of money in product development. Collocation *[research and development]*

**direct mail** *n [U]* advertisements that are sent in the post, often to people who are specially chosen because they might be interested in the product: *[posta diretta]* Over three billion items of direct mail were sent in the post last year.
discount  n [C] a reduction in the cost of a product or service, usually to encourage people to buy something: [sconto] *We're offering a ten per cent discount on all furniture this week.* - discount  v [T] [scontare]

discovery  n [C] something you learn or find out that was hidden or not known about before: [scoperta] *Researchers have made some interesting discoveries about human thinking.* - discover  v [T] [scoprire]

distribution  n [U] the activities of making goods available to customers after they have been produced, for example, moving, storing and selling goods: [distribuzione] *The company plans to use computers to improve distribution.*

economy  n [C] the system by which a country's goods and services are produced and used: [economia] *Europe's economy is expected to grow faster than the US.* Collocations a strong economy, a weak economy

efficiency 1  n [C] how well an industrial process, factory or business works so that it produces as much as possible from the time, money and resources that are put into it: [efficienza] *We need to improve our efficiency if we want to become more profitable.* 2 how well and quickly a person works. [efficienza] - efficient  adj  [efficiente] - efficiently  adv [efficientemente]

employment  n [U] the number of people in an area or country who have jobs, the types of jobs they have, etc.: [occupazione] *High employment is a key factor in a strong economy.*

entrepreneur  n [C] someone who starts a company, arranges business deals and takes risks in order to make a profit: [imprenditore] *She's a successful entrepreneur who has started several profitable companies.*

etiquette  n [U] the formal rules for polite behaviour in a group of people: [etichetta] *When you do business in a new country, it is important to be familiar with the etiquette.*

experience  n [U] knowledge or skill that you have from doing a particular job: [esperienza] *He has years of experience in selling.*
**feedback** n [U] advice or criticism about products, services or ideas. Companies may seek customer feedback by providing questionnaires asking if customers are satisfied or not: [feedback, riscontro] *We conducted a survey to get feedback on customers' opinions about our products.*

**file** n [C] a collection of information stored under a particular name on a computer, or in a box or paper cover: [file, archivio] *Please check that the customer files are up-to-date.* - file v [T] [archiviare] - filing adj [archiviazione] Collocations computer files, filing system

**finance** n [U] money provided or lent (for example by a bank) for investment in a business: [finanziamento] *We need finance to start manufacturing our new product.* - finance v [T] [finanziare] Collocations get finance, provide finance, raise finance

**flyer** n [C] a small sheet of paper advertising something. Flyers are usually handed to people or delivered to people's houses: [volantino pubblicitario] *Let's use flyers to advertise the opening of our new store.*

**fraud** n [U] a method of getting money illegally from a person or organisation often in a clever way: [frode] *Online banks need special software to protect against fraud.* - fraudulent adj [fraudolento]

**funding** n [U] money which organisations, for example banks, lend to people and businesses for specific projects: [+ for] [finanziamento] *Jane Hunter got funding for her business from venture capitalists.* Collocations get funding, provide funding, raise funding

**funds** n [plural] money that a person or organisation has available for a particular purpose: [fondi] *Peter Jones is an entrepreneur with funds to invest in new business ideas.*

**goods** n [plural] things that a company produces for sale or for use: [merci] *Supermarkets buy goods and sell them to their customers.*

**graph** n [C] a drawing that uses a line or lines to show the relationship between two sets of figures: [grafico] *This graph shows sales figures for the year 2005.*

**growth** n [U] an increase in the value of goods and services provided in a country or area: [crescita] *Analysts are predicting strong economic growth next year.* - grow v [I] [crescere] *The market grew slowly last year.*

**guarantee** n [C] a formal written promise to repair or replace a product if it has a fault within a period of time after you buy it: [garanzia] *The company offers a two-year guarantee on all electrical goods.* - guarantee v [T] [garantire] *This product is guaranteed for two years.*
headhunting \( n \) [U] finding a manager with the right skills and experience to do a particular job, often by persuading a suitable person to leave their present job: \([\text{caccia di teste}]\) *We could ask a headhunting firm to find a new production director.* - headhunter \( n \) [C] \([\text{cacciatore di teste}]\)

hierarchy \( n \) [C] a structure in which the staff are organised in levels and people at one level have authority over those below them: \([\text{gerarchia}]\) *The company president is at the top of the organisational hierarchy.* - hierarchical \( adj \) \([\text{gerarchico}]\)

human resources \( \text{abbreviation HR} \) \( n \) [plural] the department in a company that deals with recruitment, training and helping employees: \([\text{Risorse Umane abbr. RU}]\) *He works in human resources.*

image \( n \) [C] the general opinion that most people have of a person, organisation or product: \([\text{immagine}]\) *Good advertising helps to promote a company's image.*

industry 1 \( n \) [U] the production of goods or services to sell: \([\text{industria}]\) *Industry has become more competitive.* 2 \( [C] \) a particular type of industry or service: \([\text{settore}]\) *The car industry is producing too many cars.* - industrial \( adj \) \([\text{industriale}]\)

inflation \( n \) [U] a continuing increase in the prices of goods and services: \([\text{inflazione}]\) *The rate of inflation was 4 per cent last year.*

information technology \( \text{abbreviation IT} \) \( n \) [U] the study or use of electronic processes for storing information and making it available \([\text{informatica}]\)

infrastructure \( n \) [C, U] the basic systems and structures that a country needs to make economic activity possible, for example, roads, communications, electricity: \([\text{infrastruttura}]\) *The government invested a$250 million in infrastructure.*

initiative \( n \) [U] the ability to make decisions and take action without waiting for someone to tell you what to do: \([\text{iniziativa}]\) *Employees in our company are encouraged to use their initiative.*

innovation \( n \) [U] the introduction of new ideas or methods: \([\text{innovazione}]\) *The company encourages creativity and innovation.* - innovative \( adj \) \([\text{innovativo}]\)

insurance \( n \) [U] an arrangement in which a company collects money regularly in premiums from a person or organisation, and in return agrees to pay them a sum of money if they are involved in an accident, have something stolen, etc.: \([\text{assicurazione}]\) *Travel companies recommend that their customers take out insurance.* Collocations insurance claim, insurance company, insurance cover - *insure \( v \) \([T] \) \([+ \text{ against}]\) \([\text{assicurare}]\) *We are insured against fire and theft.*
insurance policy  n [C] an insurance contract covering a particular risk, and the document that gives details of this: [polizza di assicurazione] In the policy, it says that we can claim up to £1 million for medical expenses.

interview  n [C] a formal meeting where someone is asked questions to find out if they are suitable for a job: [colloquio] I have an interview for a job at Microsoft next week. - interview  v [T] [sottoporre a un colloquio]

investment  n [C] money that people or organisations put into a business in the hope of making a profit: [+ in] [investimento] Several rich people have made large investments in the space project. Collocation make an investment - investor  n [C] [investitore] - invest  v [I, T] [+ in] [investire]

job  n [C] the regular paid work that you do for an employer: [lavoro] What's your job? I'm applying for a new job.

job satisfaction  n [U] a feeling of happiness or pleasure in doing your job or achieving something in your job: [soddisfazione nel lavoro] Job satisfaction is just as important to workers as a bonus.

joint venture  n [C] a business activity in which two or more companies have invested together: [joint venture, impresa di partecipazione] Ford and VW agreed a joint venture to build the Galaxy and Sharon models.

just-in-time  written abbreviation JIT  adj if goods are produced or bought using a just-in-time system, they are delivered just before they are needed, which reduces the cost to the company of keeping goods for long periods of time [just-in-time, in tempo] Collocations just-in-time delivery, just-in-time manufacturing

launch  v [T] to make a new product available for sale for the first time: [lancio] The company will launch a new model next month.

location  n [C] the place where something is, especially a building or a business: [località, luogo] All the company's offices are in good locations.

logo  n [C] a design or way of writing the name that a company or organisation uses as an official sign on its products and advertising: [logo] Nike uses a tick as its logo.

loss leader  n [C] a product that is sold at a loss to encourage people to buy other more profitable products: [loss leader, articolo civetta] Supermarkets sometimes sell bread as a loss leader to bring customers into the store.

loss  n [U] when a business spends more money than it receives, or loses money on a particular deal or problem: [perdita] We had a loss of $20 million last year. Collocations make a loss, suffer a loss - lose  v [T] [perdere]
loyal adj loyal employees stay with that company and don't seek jobs in other companies: [fidelizzato] Martin has given 15 years of loyal service. -  
loyalty n [U] [fidelizzazione]

luxury n [C] something that is expensive and not really necessary, but pleasing and enjoyable: [lusso] The store sells luxury goods such as perfume.

manufacture v [T] produce large quantities of goods for sale using machinery: [produrre] Nike manufactures sports shoes. - manufacturer n [C] [produttore]

market share n [C, U] the percentage of sales that a company or product has in a market: [quota di mercato] The company hopes to increase its market share by 5 per cent next year.

marketing n [U] activities to design and sell a product or service by considering what buyers want or need: [marketing] We'll have to spend a lot on marketing to get customers back.

motivation n [U] willingness and enthusiasm to do something without being told to do it: [motivazione] Many of our workers have little or no motivation. - motivate v [T] [somebody to do something] [motivare qualcuno a fare qualcosa]

multi-national n [C] a large company that has offices, factories and business activities in many different countries: [multinazionale] It is difficult for small local companies to compete with the multi-nationals.

organisation n [C] a company, business, group, etc. that has been formed for a particular purpose: [organizzazione] ANSI is an organisation in the US that fixes rules on the design of products. - organisational adj [organizzativo] - organise v [T] [organizzare]

pay n [U] the money someone receives for the job they do: [pagare] The workers have asked for a pay increase.

payback period n [C] the period of time needed to get back the cost of an investment: [fase di restituzione] The payback period for space projects is very long.

payment n [C] an amount of money that must be paid, or has been paid, or the act of paying it: [pagamento] Payment must be made within 30 days. - pay v [+ for] [pagare] Shoppers are willing to pay more for famous brands.

performance n [U] the way that someone does their job and how well they do it: [prestazioni, performance] Some people criticised his performance as a manager. - perform v [T] [operare, eseguire]

potential n [U] the possibility of future success of a product or venture: [potenziale] No one wanted to invest in the project because they didn't think it had much potential.
**power**  *n*  [U] the ability or right to control people:  
* [potere] *We shouldn't give too much power to one man.* - **powerful**  *adj*  [potente]

**premium**  *n*  [C] the amount paid for insurance during a particular period of time:  
* [premio] *If you haven't paid your premiums, you will no longer be covered.*

**price**  *n*  [C, U] the amount of money for which something is bought, sold or offered:  
* [prezzo] *The price of this picture is £6,000.*

**pricing**  *n*  [U] the prices of a company's products in relation to each other and in relation to the prices of competitors; also the activity of setting prices:  
* [pricing, determinazione del prezzo] *We need to discuss our pricing if we want to boost sales.*

**production**  *n*  [U] the process of making or growing things to be sold as products, usually in large quantities:  
* [produzione] *Toshiba is increasing production of its popular laptop computers.* - **producer**  *n*  [C]  [prodotto]

**produce**  *v*  [T]  [produrre] - **product**  *n*  [C]  [prodotto]

**productivity**  *n*  [U] the relationship between the amount of goods that a factory produces and the resources needed to produce them:  
* [produttività] *New technology has helped us to improve productivity.* - **productive**  *adj*  [produttivo]

**profit margin**  *n*  [C] the difference between the price a product or service is sold for and the cost of producing it:  
* [margine di profitto] *We can increase our profit margin by cutting the cost of production.*

**profit**  *n*  [C, U] money that you make from selling something or doing business in a particular period, after taking away costs:  
* [profitto] *Coca-Cola reported strong profits last year.* Collocations  *make a profit, earn a profit*

**promote**  *v*  [T] to give someone a better paid, more responsible job in a company or organisation:  
* [promuovere] *The company has promoted him to the post of managing director.* - **promotion**  *n*  [C]  [promozione]

**promote**  *v*  [T] to try hard to improve sales of a product by advertising it, reducing its price, etc.:  
* [promuovere] *They are promoting her new film heavily.* - **promotion**  *n*  [C]  [promozione] a special activity intended to sell a product or service

**publicity**  *n*  [U] the attention that a person or company gets from newspapers, television, etc.:  
* [pubblicità] *The show received good publicity in the media.*

**punctual**  *adj* arriving at exactly the time that has been arranged:  
* [puntuale] *She's always very punctual for appointments.* - **punctuality**  *n*  [U]  [puntualità]
qualification n [C] an examination that you passed at school, university or in your profession: [titolo di studio] Candidates must have a university qualification. - qualify v [I] [avere le competenze] - qualified adj [qualificato]

quality n [U] used to talk about how good or bad something is: [qualità] Several customers complained about the poor quality of the service.

radical adj a radical solution involves looking at the original source of the problem and making big, important changes [radicale]

record n [C] a piece of information that is written down or stored on computer so that it can be looked at in the future: [record, dossier] The sales team keeps a record of all customer enquiries.

recruit v [T] to find new people to work for an organisation or company: [assumere] We're recruiting 20 new graduates this year. - recruitment n [U] [reclutamento, assunzione]

refund v [T] to give someone their money back, for example, because they are not satisfied with the goods or services they have paid for: [rimborsare] We guarantee to refund your money if you are not fully satisfied. - refund n [C] [rimborso]

region n [C] a large area of a country or of the world: [regione] The north-east region is developing more rapidly than the south. - regional adj [regionale] Collocation regional office

relationship n [C] the way in which people or groups work together: [relazione] We have a good relationship with our partners in the US. Collocations build a relationship, business relationship, develop a relationship, personal relationship, working relationship

research n [C] serious study to find out new things about a subject: [ricerca] Before we develop any new products, we need to do more research. Collocations conduct research, market research - research v [T] [ricercare] - researcher n [C] [ricercatore]

resource n [C] [usually plural] this can include the money, buildings, machinery, materials, skills and workforce that a company has available: [risorsa] The company doesn't have the resources to compete in a completely new market. Collocations human resources, financial resources

responsibility n [U] something that you are in charge of in a particular job: [responsabilità] The manager has responsibility for her department. - be responsible for something [essere responsabile di qualcosa] I'm responsible for telephone sales.

retailer n [C] a business that sells goods to the general public and not to shops: [dettagliante] Dixons is a retailer of electronic goods.
**return on investment** abbreviation ROI  * n [singular, U] the amount of profit on an investment in relation to the amount of money invested:

[return on investment abbr. ROI, ritorno sull’investimento] * The project is risky and there may not be a good return on investment.

**reward**  * v [T] to give payment for excellent work, high performance or special service: [ricompensare] * We like to reward our staff when they reach their production targets. - * reward  * n [C, U] [ricompensa]

**risk**  * n [C] the possibility of a particular type of damage against which you are covered: [rischio] * Check in detail the risks that are covered by your policy.

**rule**  * n [C] an official instruction that says how you should do things or what is allowed: [regola] * The phone companies are working under new rules now.

**salary**  * n [C, U] money that you receive as payment for your work, usually every month: [stipendio] * The company offers good salaries. * Collocation to earn a salary

**sales**  * n [plural] the value of goods and services that a company sells during a period of time: [vendite] * Sales increased following our successful advertising campaign last year.

**sales pitch**  * n [C] what a salesperson says about a product to persuade people to buy it: [imbonimento] * The rep gave a ten-minute sales pitch about the new model.

**sales representative** abbreviation rep  * n [C] a person who sells a company's products or services by speaking to customers on the phone or travelling to meet them: [rappresentante commerciale] * He travelled all over the US as a sales representative.

**sector**  * n [C] all the organisations or companies in a particular area of industry: [settore] * The number of jobs in the service sector is increasing.

**security**  * n [U] feeling safe and free from worry about what might happen: [sicurezza] * Cameras in the streets help to increase security. - secure  * adj [sicuro, di sicurezza] * Collocations security cameras, security staff, security systems

**senior**  * adj having a high position in an organisation or company: [superiore] * Senior managers have their own office and drive a company car. - seniority  * n [U] [superiorità di grado]

**service**  * n [C] usually plural] a business that sells help, advice, consultancy, etc., not manufacturing: [servizio] * A lot of companies offer financial services now.

**share**  * n [C] the ownership of a company is divided into shares, which can be made available for sale as a way to increase capital. Investors buy and sell shares in the hope of making a profit: [azione] * He made a lot of money by investing in IBM shares.
solution n [C] a way of dealing with a problem or difficult situation: 
[soluzione] There are no simple solutions to the problem of unemployment.  
Collocation find a solution [+ for] - solve v [T] [risolvere]

special offer n [C] a reduction in the price of something for a short time, 
to encourage people to buy it: [offerta speciale] The company is running a 
special offer - a new phone for only £20.

spending n [U] the amount of money an organisation or a person spends: 
[+ on] [spesa] We need to increase spending on research and 
development.

sponsor v [T] to give money to pay for a television programme, or sports 
or arts event, in exchange for advertising or to get public attention: 
[sponsorizzare] Mastercard is sponsoring the World Cup. - sponsor n [C] 
[sponsor] a person or company that sponsors something - sponsorship n 
[U] [sponsorizzazione]

staff n [plural] the employees of an organisation: [personale] A new 
manager is going to join the staff next month. Synonyms employees, 
workers. [dipendenti, impiegati]

start-up n [C] a new company that has started to do business recently: 
[azienda start-up] This bank specialises in providing finance for start-ups.

status n [U] social or professional position in relation to other people: 
[status] Lawyers have high status in our society. Collocations high status, 
low status

stock, stocks n [C, U] a supply of raw materials or parts that have been 
produced and are kept to be used when needed in manufacturing, or a 
supply of finished goods that are kept before being sold: [stock, scorte] It is 
expensive to store large quantities of stocks.

store 1 v [T] to keep things in a special place until you need them: 
[conservare, immagazzinare] You could store the paper in the photocopier 
room. 2 v [T] [memorizzare] to keep information on a computer or disk: 
We store all our customers’ addresses on the sales database.

strategy n [C] a plan for achieving a goal; the best way for a company to 
develop in the future: [strategia] We need to develop a strategy for 
exporting the company’s products. Collocations pricing strategy, develop a 
strategy - strategic adj [strategico]

subordinate n [C] someone who has a lower position than someone else 
in an organisation: [subalterno] I am responsible for six subordinates.
supply n [T] to provide goods or services to customers, especially regularly over a long period of time: [fornire] The company supplies products to the car industry. - supplier n [C] [fornitore] - supply n [fornitura] [C] [plural] supplies [forniture] an amount of something that is available to be used: We have a good supply of components in stock.

target market n [C] a group of people that a product is aimed at; advertising of the product is designed to make the product appeal to this group: [mercato target] You can't sell a product if you don't know the target market.
team n [C] a group of people who work together to do a particular job: [squadra, team] We have an excellent sales team.
technology n [U] knowledge dealing with scientific or industrial methods and the use of these methods in industry: [tecnologia] New technology gives us the possibility to explore space. - technologies [plural] [tecnologie] different types of technology: The company is making use of different technologies to develop the new machine.
term n [C] one of the conditions of an agreement, contract or legal document: [termine] According to the terms of the agreement, the company will pay within 10 days of accepting the claim.
tradition n [C] a way of doing something that has existed for a long time [tradizione] - traditional adj: [tradizionale] We need to move away from the traditional way of thinking.
training n [U] the process of teaching someone the skills and knowledge needed for a particular job: [formazione] The company is sending 30 workers to the US for training. - train v [T] [formare] - trainer n [C] [formatore] - trainee n [C] [tirocinante]
trend n [C] the general way in which a particular situation is changing or developing: [tendenza, trend] Economists study the trends in spending.
unemployment n [U] the number of people in an area or country who don't have a job: [disoccupazione] Since the factory closed, there has been high unemployment in the area. - unemployed adj [disoccupato]
value n [C, U] the amount of money something is worth [valore] - value for money of good quality, considering the price: [ottimo rapporto qualità/prezzo] These jeans are good value for money at only $15.
venture capitalist n [C] someone who invests money in new businesses: [venture capitalist, esperto d'investimenti] Venture capitalists invested over $300 million in computer-related start-ups last year.
venture  

venur n [C] a new business activity or project that involves taking risks: 

[iniziativa imprenditoriale] The company is starting on a new venture to build small private aircraft.

waste  

waste v [T] to use more of something, especially time or money, than you need to, or to use it in a way that is not economical:  

[sprecare] We waste too much time repairing old equipment. Collocations waste time, waste money, waste resources - waste n [U] [spreco]

website  

website n [C] a program on a computer that is connected to the internet, showing information about a particular organisation, company or subject:  

[sito Web] You can find details of all our products on the company website.

workforce  

workforce n [C] all the people who work in a particular country, industry or workplace:  

[forza lavoro] We are increasing our workforce from 1,200 to 1,400.

working environment  

working environment n [C] the general conditions in a workplace, including physical conditions (heat, light, noise, etc.) and relationships between people:  

[ambiente di lavoro] We have a very good working environment in our office.