activity n [C] something that you do, or something that a company does: [działalność] The company has different activities, for example making computer games and videos. Collocations work activities, business activities

advertising n [U] telling people publicly about a product or service in order to persuade them to buy it: [reklama] The cost of TV advertising is very high. Collocation advertising campaign – advertise v [T] [reklamować] advertisement n [C] abbreviation advert, ad a piece of film, a picture or writing used in advertising: [reklama] I saw the advertisement in the newspaper yesterday.

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

application n [C] a formal, written request for something [podanie] – job application a formal request to be considered for a job: [podanie o pracę] We are considering your application for the job of marketing manager. – apply v [+ for]: [ubiegać się] [+ o] He applied for the job of sales assistant. – job applicant n [C] someone who is applying for a job [ubiegający się o pracę]

assembly n [U] the process of putting the parts of a product together in manufacturing: [montaż] Parts are manufactured in Japan and assembly is done in Turkey. – assemble v [T] [montować] – assembly line n [C] [taśma montażowa] 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: [zbankrutowany|a|e] 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: [nagroda] 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: [burza mózgów] 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: [marka] We built the Veuve Cliquot brand slowly over seven years. Collocations brand name, brand image – branding n [U] [budowanie świadomości marki]

browse v [T] look for information on the internet: [przeglądać] 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: [budżet] The department has a budget of $4 million to spend on research. Collocation a tight budget – budget v [I, T] [planować dochody i wydatki]

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: [biznesplan] 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: [kandydat] We are interviewing the candidates on Friday.

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

capital n [singular, U] money used to start a business: [kapitał] 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: [kariera] 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: [wyzwanie] 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: [roszczenie] If you want to make an insurance claim, you must fill out this form. – claim v [T] [+ on] [rościć] [+ o] 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: [firma] 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: [konkurencja] There is strong competition between the two companies. – compete v [I] [konkurować] – competitor n [C] [konkurent] – competitive adj [konkurencyjny]

complaint n [C] a written or spoken statement by someone saying that they are unhappy about something: [reklamacja] Our sales assistants are trained to deal with customer complaints in a friendly manner. – complain v [+ about] [reklamować] [no preposition required] Many customers have complained about late delivery.

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

consumer n [C] a person who buys goods, products or services for their own use, not for business or to re-sell: [konsument] 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: [kontakt] 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: [koszt] The cost of land in the city centre is very high. 2 costs [plural] the money that a business must regularly spend in order to continue its activities. [koszty] Our profits are falling because of increasing costs. Synonym expenses n [plural] 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.: [pokrywać] The policy doesn’t cover accidents that happen abroad. – cover n [U] [pokrycie] The policy provides cover for loss, damage and theft.

**creative** adj producing or using new and interesting ideas: [kreatywny/e] We need to find a creative solution to the problem of falling sales. – creativity n [U] [kreatywność]

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

**customer** n [C] a person or organisation that buys goods or services from a shop or company: [klient] 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: [zadowolenie klienta] Our main goal is to achieve customer satisfaction at all times. – satisfied, dissatisfied adj [+ with] [zadowolony/e, niezadowolony/e] 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.: [obsługę klienta] The company says that it offers good customer service. – customer services [plural] [(biuro) obsługi klienta] the department in a company that deals with customer service

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

**data** n [U, plural] information or facts about a particular subject that someone has collected: [dane] 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: [baza danych] We are currently updating our customer files on the database.

**deal** n [C] an agreement or arrangement [transakcja], especially one that involves the sale of something to get a good deal [zawrzeć dobrou transakcję] get an agreement to buy or sell a product at a good price: 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: [dostawa] 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: [popyt] There was strong demand for jeans last
development 1 n [U] the growth or improvement of a business, industry or economy: [rozwój] The government is providing funding for regional development. 2 [U] planning and making new products or services: 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: [reklama pocztowa] 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: [obniżka] We’re offering a ten per cent discount on all furniture this week. – discount v [T] [udzielić obniżenia]
discovery n [C] something you learn or find out that was hidden or not known about before: [odkrycie] Researchers have made some interesting discoveries about human thinking. – discover v [T] [odkryć]
distribution n [U] the activities of making goods available to customers after they have been produced, for example, moving, storing and selling goods: [dystrybucja] The company plans to use computers to improve distribution.
diversify v [I] increase the range of goods or services a company produces: [zdywersyfikować] Our company is diversifying into cosmetics – diversification n [C, U] [dywersyfikacja]
economy n [C] the system by which a country’s goods and services are produced and used: [gospodarka] 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: [wydajność] We need to improve our efficiency if we want to become more profitable. 2 how well and quickly a person works. – efficient adj [wydajny[a]e] – efficiently adv [wydajnie]
employment n [U] the number of people in an area or country who have jobs, the types of jobs they have, etc.: [zatrudnienie] High employment is a key factor in a strong economy.
employment n [U] work that you do to earn money: [zatrudnienie] After leaving university, I’m going to look for employment. – employ v [T] [zatrudnić] to pay someone to work for you: The company employs 2,000 people worldwide. – employer n [C] [pracodawca] a person or company that employs others – employee n [C] [pracownik] someone who works for another person or company
entrepreneur n [C] someone who starts a company, arranges business deals and takes risks in order to make a profit: [przedsiębiorstwa] 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: [etyka] 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: [doświadczenie] 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: *opinia* 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: *plik* Please check that the customer files are up-to-date. – *file v [T]* [archiwizować] – *filing adj* [archiwizacja]

Collocations computer files, filing system

**finance** *n [U]* money provided or lent (for example by a bank) for investment in a business: *finanse* We need finance to start manufacturing our new product. – *finance v [T]* [finansować] 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: *ulotka* 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: *oszustwo* Online banks need special software to protect against fraud. – *fraudulent adj* [oszukańczy]

**funding** *n [U]* money which organisations, for example banks, lend to people and businesses for specific projects: *fundusz* [+] for [+] na 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: *fundusze* 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: *towary* 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: *wykres* 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: *wzrost* Analysts are predicting strong economic growth next year. – *grow v [I]* [wzrastać] 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: *gwarancja* The company offers a two-year guarantee on all electrical goods. – *guarantee v [T]* [gwarantować] 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: *rekrutacja menedżerów* We could ask a headhunting firm to find a new production director. – *headhunter n [C]* [łowca głów]

**hierarchy** *n [C]* a structure in which the staff are organised in levels and people at one level have authority over those below them: *hierarchia* The company president is at the top of the organisational hierarchy. – *hierarchical adj* [hierarchalny]

**human resources** abbreviation HR *n [plural]* the department in a company that deals with recruitment, training and helping employees: *zasoby ludzkie* He works in human resources.
image n [C] the general opinion that most people have of a person, organisation or product: [wizerunek] Good advertising helps to promote a company's image.

industry 1 n [U] the production of goods or services to sell: [przemysł] Industry has become more competitive. 2 [C] a particular type of industry or service: The car industry is producing too many cars. – industrial adj [przemysłowy]

inflation n [U] a continuing increase in the prices of goods and services: [inflacja] The rate of inflation was 4 per cent last year.

information technology abbreviation IT n [U] the study or use of electronic processes for storing information and making it available [technika informacyjna]

infrastructure n [C, U] the basic systems and structures that a country needs to make economic activity possible, for example, roads, communications, electricity: [infrastruktura] 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: [inizjatywa] Employees in our company are encouraged to use their initiative.

innovation n [U] the introduction of new ideas or methods: [innowacja] The company encourages creativity and innovation. – innovative adj [innowacyjny|a|e]

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.: [ubezpieczenie] Travel companies recommend that their customers take out insurance. Collocations insurance claim, insurance company, insurance cover – insure v [T] [+ against] [ubezpieczyć się] [+ przed] 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: [polisa ubezpieczeniowa] 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: [rozmowa kwalifikacyjna] I have an interview for a job at Microsoft next week. – interview v [T] [przeprowadzić rozmowę kwalifikacyjną]

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

job n [C] the regular paid work that you do for an employer: [praca] 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: [zadowolenie z pracy] 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: [spółka typu joint venture] 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 Collocations just-in-time delivery, just-in-time manufacturing

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

**location** n [C] the place where something is, especially a building or a business: [lokalizacja] 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: 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: [towar sprzedawany po promocyjnej cenie] 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: [strata] We had a loss of $20 million last year. Collocations make a loss, suffer a loss – lose v [T] [stracić]

**loyal** adj loyal employees stay with that company and don’t seek jobs in other companies: [lojalny|a|e] Martin has given 15 years of loyal service. – loyalty n [U] [lojalność]

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

**manufacture** v [T] produce large quantities of goods for sale using machinery: [produkować] Nike manufactures sports shoes. – manufacturer n [C] [producent]

**market share** n [C, U] the percentage of sales that a company or product has in a market: [udział w rynku] 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: [motywacja] Many of our workers have little or no motivation. – motivate v [T] [somebody to do something] [motywować]

**multi-national** n [C] a large company that has offices, factories and business activities in many different countries: [międzynarodowa (spółka)] 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: [organizacja] ANSI is an organisation in the US that fixes rules on the design of products. – organisational adj [organizacyjny] – organise v [T] [organizować]

**pay** n [U] the money someone receives for the job they do: [placić] 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: [okres zwrotu] 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: [zapłata] Payment must be made within 30 days. – **pay** *v* [+ for] [zapłacić] [+ za] 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: [wykonanie] Some people criticised his performance as a manager. – **perform** *v* [T] [wykonywać]

**potential** *n [U]* the possibility of future success of a product or venture: [potencjał] 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: [władza] We shouldn’t give too much power to one man. – **powerful** *adj* [władczystość]

**premium** *n [C]* the amount paid for insurance during a particular period of time: [składka] 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: [cena] 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: [wycena] 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: [produkcja] Toshiba is increasing production of its popular laptop computers. – **producer** *n [C]* [producent] – **produce** *v* [T] [produkować] – **product** *n [C]* [produkt]

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

**profit margin** *n [C]* the difference between the price a product or service is sold for and the cost of producing it: [marża zysku] 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: [zysk] 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: [awansować] The company has promoted him to the post of managing director. – **promotion** *n [C]* [awans]

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

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

**punctual** *adj* arriving at exactly the time that has been arranged: [punktuarny] She’s always very punctual for appointments. – **punctuality** *n [U]* [punktuarność]
**qualification** *n* [C] an examination that you passed at school, university or in your profession: [kwalifikacja] *Candidates must have a university qualification.* – **qualify** *v* [I] [kwalifikować się] – **qualified** *adj* [kwalifikowany|a|e]

**quality** *n* [U] used to talk about how good or bad something is: [jakość] *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 [radykalny|a|e]

**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: [rejestr] *The sales team keeps a record of all customer enquiries.*

**recruit** *v* [T] to find new people to work for an organisation or company: [rekrutować] *We’re recruiting 20 new graduates this year.* – **recruitment** *n* [U] [rekrutacja]

**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: [zwrócić] *We guarantee to refund your money if you are not fully satisfied.* – **refund** *n* [C] [zwrot]

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

**relationship** *n* [C] the way in which people or groups work together: [relacje] *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: [badania] *Before we develop any new products, we need to do more research.* Collocations conduct research, market research – **research** *v* [T] [badanie] – **researcher** *n* [C] [badacz|ka]

**resource** *n* [C] [usually plural] this can include the money, buildings, machinery, materials, skills and workforce that a company has available: [zasoby] *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: [obowiązek] *The manager has responsibility for her department.* – be responsible for something [być odpowiedzialnym za coś] *I’m responsible for telephone sales.*

**retailer** *n* [C] a business that sells goods to the general public and not to shops: [detalista] *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: [zysk z inwestycji] *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: [nagradzać] *We like to reward our staff when they reach their production targets.* – **reward** *n* [C, U] [nagroda]

**risk** *n* [C] the possibility of a particular type of damage against which you are covered: [ryzyko] *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: [przepis] 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: [pensja] 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: [sprzedaż] 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: [zachwalanie towaru] 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: [przedstawiciel handlowy] He travelled all over the US as a sales representative.

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

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

**senior**  
**adj** having a high position in an organisation or company: [wysokie rangę] Senior managers have their own office and drive a company car. – seniority  

**service**  
*n [C] usually plural] a business that sells help, advice, consultancy, etc., not manufacturing: [usługa] 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: [udział] He made a lot of money by investing in IBM shares.

**solution**  
*n [C] a way of dealing with a problem or difficult situation: [rozwiazanie] There are no simple solutions to the problem of unemployment. Collocation find a solution [+ for] [+ dla]– solve  

**special offer**  
*n [C] a reduction in the price of something for a short time, to encourage people to buy it: [oferta specjalna] 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: [wydatki] [+ on] [+ na] 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: [sponsoring] Mastercard is sponsoring the World Cup. – sponsor  

**sponsorship**  
*n [U] [sponsorowanie/sponsoring]
staff n [plural] the employees of an organisation: [personel] A new manager is going to join the staff next month. Synonyms: employees, workers.

start-up n [C] a new company that has started to do business recently: [nowa działalność] 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: [zapas, zapasy] It is expensive to store large quantities of stocks.

store 1 v [T] to keep things in a special place until you need them: [przechowywać] You could store the paper in the photocopier room. 2 v [T] 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 [strategiczny|a|e]

subordinate n [C] someone who has a lower position than someone else in an organisation: [podwładny] I am responsible for six subordinates.

supply v [T] to provide goods or services to customers, especially regularly over a long period of time: [dostarczać] The company supplies products to the car industry. – supplier n [C] [dostawca] – supply n [C] [dostawa] [plural] supplies an amount of something that is available to be used: [dostawy] 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: [rynek docelowy] 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: [zespół] We have an excellent sales team.

technology n [U] knowledge dealing with scientific or industrial methods and the use of these methods in industry: [technologia] New technology gives us the possibility to explore space. – technologies [plural] different types of technology: [technologie] 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: [warunek] 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 [tradycja] – traditional adj: [tradycyjny|a|e] 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: [szkolenie] The company is sending 30 workers to the US for training. – train v [T] [szkolić] – trainer n [C] [osoba szkoląca] – trainee n [C] [uczestnik szkolenia]
trend n [C] the general way in which a particular situation is changing or developing: 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: [bezrobocie] Since the factory closed, there has been high unemployment in the area. – unemployed adj [bezrobotny|a|e]

value n [C, U] the amount of money something is worth [wartość] – value for money of good quality, considering the price: [(produkt) wart swej ceny] These jeans are good value for money at only $15.

venture capitalist n [C] someone who invests money in new businesses: [inwestor dostarczający kapitału wysokiego ryzyka] Venture capitalists invested over $300 million in computer-related start-ups last year.

venture n [C] a new business activity or project that involves taking risks: [śmiałe przedsięwzięcie] The company is starting on a new venture to build small private aircraft.

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: [marnować] We waste too much time repairing old equipment. Collocations waste time, waste money, waste resources – waste n [U] [marnotrawstwo]

website n [C] a program on a computer that is connected to the internet, showing information about a particular organisation, company or subject: [strona internetowa] You can find details of all our products on the company website.

workforce n [C] all the people who work in a particular country, industry or workplace: [siła robocza] We are increasing our workforce from 1,200 to 1,400.

working environment n [C] the general conditions in a workplace, including physical conditions (heat, light, noise, etc.) and relationships between people: [środowisko pracy] We have a very good working environment in our office.