

Day 39

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Fill in the blanks.

1. Trespassers will be p _ _ _ _ _ ted
2. Recording companies continue their efforts to combat internet p _ _ _ _ y
3. The computer giant filed papers claiming that the patent of their online software had been i _ _ _ _ _ ed
4. If you don't p _ _ _ _ t your invention, other people may make all the profit out of it.
5. He has been given c _ _ _ _ _ ionate leave to be with his father, who is seriously ill with lung cancer.

© WORDS TO LEARN (Reading Section)

Listen to some essential words for the TOEIC test without looking at the word list.

Now look at the list of today's vocabulary and repeat after the teacher.

break even/ reinvest/ dividend/ profitability/ gross profit margin/ accommodate/
after-sales care/net profit margin/ revenue/ overhead costs/ core objective/ address/
customer base/ own brand/

WORDS IN CONTEXT

- ◎ Fill each of the blanks in the passage with the vocabulary word(s) listed below in the box.

breaks even/ reinvested/ dividends/ profitability/ gross profit margin/
net profit margin/ revenues/ overhead costs/ core objective

Making a profit

Making a profit is the of business. Without a profit, shareholders cannot be paid their and money cannot be in the development of the company.

When companies talk about a, they usually mean the difference between the price that a product or service is sold for and the cost of producing it, excluding such as electricity, water, rent, etc. A, on the other hand, includes overheads. A margin is usually expressed as a percentage of the price that something is sold for. It is a measure of a business's A company when sales reach a level where match costs.

© **Part 5 exercise (Vocabulary Items)**

Choose the word that best completes the sentence.

1. Theof a business are its regular and essential expenses which cover the non-production costs of running a business, such as salaries, rent, electricity and telephone bills.
(A) bills (B) raw materials (C) overheads (D) invoices
2. Customer care oris about looking after your customers so that they stay with your products or services.
(A) customer retention (B) after-sales care (C) customer experience (D) customer data
3. are the financial advantages that a company gains when it produces large quantities of products.
(A) Economies of scale (B) Variable costs (C) Fixed costs (D) Expenses
4. A product sold by a retailer, especially a supermarket chain, under the retailer's own name rather than the manufacturer's, is product.
(A) a brand image (B) a brand awareness (C) a brand make (D) an own brand
5. I am sorry that we were not able to your initial request.
(A) audit (B) argue (C) apply (D) accommodate
6. I am interested in how you could the concerns I have explained above.
(A) address (B) adopt (C) account (D) adhere
7. Our hotel has an established customer both here in town and internationally.
(A) relations (B) base (C) complaints (D) needs

◎ Match each definition (A – N) with today's vocabulary word (1 – 14)

DEFINITIONS

- A. the main part of something that you are planning to achieve
- B. to deal with a particular problem
- C. used to describe a product that has the name of the store where you buy it, rather than a name used by the company that made it
- D. the group of people who buy or use a company's products or services
- E. general costs not related to particular products or services such as electricity, water, rent, etc. =indirect costs
- F. money that a company receives, especially from selling goods or services
- G. the amount by which money from sales is more than all related costs
- H. help provided after a customer has paid for and received a product or service
- I. to give someone what they want or need
- J. a company's profit from selling goods or services, before costs not directly related to producing them are taken away
- K. the state of producing a profit
- L. part of the profit of a company that is paid to shareholders
- M. to have no profit or loss at the end of a business activity because you only make enough money to pay for your costs
- N. to put money that you receive back into another investment

- 1. break even
- 2. reinvest
- 3. dividend
- 4. profitability
- 5. gross profit margin
- 6. accommodate
- 7. after-sales care
- 8. net profit margin
- 9. revenue
- 10. overhead costs
- 11. core objective
- 12. address
- 13. customer base
- 14. own brand

◎ Gap-filling Exercise

Fill each gap with today's vocabulary words.

- 1. How many copies do we need to sell to?
- 2. Investors looking to build capital should the income from the fund.
- 3. Shares paying high are known as 'income stocks'.
- 4. It is time to the budget deficit (the amount of extra money that a government needs because it has spent more money than it earned).
- 5. An employer has to the request of an employee not to work Sundays if there are other employees willing to switch shifts.