**Key Terms**

Use your class notes and Tutor2u to help you complete your Key Terms list.

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| --- | --- |
| * 1. Meeting customer needs | |
| 1.1.1 The market |  |
| Market |  |
| Mass market |  |
| Niche market |  |
| Dynamic market |  |
| Brand |  |
| Innovation |  |
| Market share |  |
| Risk |  |
| Uncertainty |  |
| 1.1.2 Market research |  |
| Product orientation |  |
| Market orientation |  |
| Primary data |  |
| Secondary data |  |
| Qualitative data |  |
| Quantitative data |  |
| Sample size |  |
| Bias |  |
| Social networking |  |
| Market segmentation |  |
| 1.1.3 Market positioning |  |
| Market mapping |  |
| Competitive advantage |  |
| Product differentiation |  |
| Adding value |  |
| 4.3 Global marketing |  |
| 4.3.1 Marketing |  |
| Global marketing strategy |  |
| Glocalisation |  |
| Domestic/ethnocentric strategy |  |
| Mixed/geocentric strategy |  |
| International/polycentric strategy |  |
| Marketing mix |  |
| Ansoff’s Matrix |  |
| 4.3.2 Niche markets |  |
| Cultural diversity |  |
| Global niche market |  |
| 4.3.3 Cultural/social factors |  |
| Cultural differences |  |
| Inappropriate/inaccurate translation  Inappropriate branding/promotion |  |
| * 1. Markets | |
| 1.2.1 Demand |  |
| Demand |  |
| Substitute goods |  |
| Complementary goods |  |
| Branding |  |
| Demographics |  |
| Seasonality |  |
| 1.2.2 Supply |  |
| Supply |  |
| Indirect tax |  |
| Government subsidies |  |
| Cost of production |  |
| 1.2.3 Markets |  |
| Price equilibrium |  |
| 1.2.4 Price elasticity |  |
| Price elasticity of demand (PED) |  |
| Total revenue |  |
| Price elastic good |  |
| Price inelastic good |  |
| 1.2.5 Income elasticity of demand |  |
| Income elasticity of demand (YED) |  |
| Normal good |  |
| Normal elastic good |  |
| Normal inelastic good |  |
| Inferior good |  |
| * 1. Marketing mix and strategy | |
| 1.3.1 Product/service design |  |
| Design mix |  |
| Aesthetics |  |
| Resource depletion |  |
| Waste minimisation |  |
| Ethical sourcing |  |
| 1.3.2 Branding and promotion |  |
| Branding |  |
| Public relations |  |
| Sales promotion |  |
| Direct mail |  |
| Direct marketing |  |
| Advertising |  |
| Merchandising |  |
| Added value |  |
| Premium price |  |
| Unique Selling Point (USP) |  |
| Viral marketing |  |
| Social media |  |
| Emotional branding |  |
| 1.3.3 Pricing strategy |  |
| Cost plus |  |
| Price skimming |  |
| Penetration pricing |  |
| Predatory pricing |  |
| Competitive pricing |  |
| Psychological pricing |  |
| Product lifecycle |  |
| Price comparison site |  |
| 1.3.4 Distribution |  |
| Distribution channel |  |
| Business to business (B2B) |  |
| Business to consumer (B2C) |  |
| Wholesaler |  |
| 1.3.5 Marketing strategy |  |
| Product lifecycle |  |
| Extension strategy |  |
| Product Portfolio |  |
| Boston Matrix |  |
| Mass market |  |
| Niche market |  |
| Customer loyalty |  |
| * 1. Managing people | |
| 1.4.1 Approaches to staffing |  |
| Flexible workforce |  |
| Multi-skilling |  |
| Part-time worker |  |
| Temporary worker |  |
| Home working |  |
| Outsourcing |  |
| Dismissal |  |
| Redundancy |  |
| Collective bargaining |  |
| Induction training |  |
| On the job training |  |
| Off the job training |  |
| Internal recruitment |  |
| External recruitment |  |
| 1.4.3 Organisational design |  |
| Hierarchy |  |
| Hierarchical (tall) structure |  |
| Flat structure |  |
| Matrix structure |  |
| Centralised structure |  |
| Decentralised structure |  |
| Chain of command |  |
| Span of control |  |
| 1.4.4 Motivation in theory and practice |  |
| Intrinsic motivation |  |
| Extrinsic motivation |  |
| Scientific management |  |
| Human Relations management |  |
| Taylor’s theory |  |
| Mayo’s theory |  |
| Maslows hierarchy of needs |  |
| Herzbergs two factor theory |  |
| Piece work |  |
| Commission |  |
| Bonus |  |
| Profit share |  |
| Performance related pay |  |
| Non-financial motivation methods |  |
| Delegation |  |
| Team working |  |
| Flexible working |  |
| Job enrichment |  |
| Job rotation |  |
| Job enlargement |  |
| Empowerment |  |
| Consultation |  |
| 1.4.5 Leadership |  |
| Management |  |
| Leadership |  |
| Autocratic |  |
| Paternalistic |  |
| Democratic |  |
| Laissez-faire |  |
| 1.5 Entrepreneurs and leaders | |
| 1.5.1 Role of an entrepreneur |  |
| Entrepreneur |  |
| Enterprise |  |
| Intrapreneurship |  |
| Characteristics |  |
| Skills |  |
| Profit satisficing |  |
| Ethical stance |  |
| Social entrepreneurship |  |
| 1.5.3 Business objectives |  |
| Survival |  |
| Profit maximisation |  |
| Sales maximisation |  |
| Market share |  |
| Cost efficiency |  |
| Employee welfare |  |
| Social objectives |  |
| 3.1.1 Corporate objectives |  |
| Objective |  |
| Aim |  |
| Mission statement |  |
| Customer satisfaction |  |
| 1.5.4 Forms of business |  |
| Limited liability |  |
| Unlimited liability |  |
| Sole trader |  |
| Partnership |  |
| Deed of partnership |  |
| Private Limited Company (Ltd) |  |
| Public Limited Company (Plc) |  |
| Franchising |  |
| Franchisor |  |
| Franchisee |  |
| Social enterprise |  |
| Lifestyle business |  |
| Stock market floatation |  |
| Share capital |  |
| 1.5.5 Business choices |  |
| Opportunity cost |  |
| Conflict |  |
| Trade-off |  |
| 1.5.6 Moving from entrepreneur to leader |  |
| Entrepreneur |  |
| Leader |  |
| Manager |  |
| 2.1 Raising finance | |
| 2.1.1 Internal finance |  |
| Internal finance |  |
| Owners capital |  |
| Retained profit |  |
| Sale of assets |  |
| 2.1.2 External finance |  |
| Peer-to-peer funding |  |
| Business angels |  |
| Crowd funding |  |
| Bank |  |
| Loan |  |
| Secured loan |  |
| Unsecured loan |  |
| Interest rate |  |
| Share capital |  |
| Venture capital |  |
| Overdraft |  |
| Leasing |  |
| Trade credit |  |
| Cash flow |  |
| Grant |  |
| 2.1.3 Liability |  |
| Limited liability |  |
| Unlimited liability |  |
| 2.1.4 Planning |  |
| Business plan |  |
| Cash flow |  |
| Cash inflow |  |
| Revenue |  |
| Cash outflow |  |
| Expense |  |
| Net cash flow |  |
| Negative cash flow |  |
| Positive cash flow |  |
| 3.4 Influences on business decisions | |
| 3.4.1 Corporate influences |  |
| Long term |  |
| Short term |  |
| Evidence-based decision making |  |
| Subjective decision making |  |
| 3.4.2 Corporate culture |  |
| Culture |  |
| Power culture |  |
| Role culture |  |
| Task culture |  |
| Person culture |  |
| 3.4.3 Shareholders versus stakeholders |  |
| Stakeholder |  |
| Shareholder |  |
| Share price |  |
| Dividend |  |
| Profit-based objectives |  |
| Ethics |  |
| 3.4.4 Business ethics |  |
| Trade-off |  |
| Corporate Social Responsibility (CSR) |  |
| 3.1.2 Theories of corporate strategy |  |
| Ansoff’s matrix |  |
| Porters strategic matrix |  |
| Portfolio analysis |  |
| Distinctive capabilities |  |
| Strategic decisions |  |
| Tactical decisions |  |
| Human resources |  |
| Physical resources |  |
| Financial resources |  |
| 3.1.3 SWOT analysis |  |
| SWOT |  |
| 3.1.4 Impact of external influences |  |
| PESTLE |  |
| Environmental scanning |  |
| Porter’s Five Forces |  |
| 2.2 Financial planning | |
| 2.2.1 Sales forecasting |  |
| Sales forecast |  |
| Consumer trends |  |
| Economic variables |  |
| 2.2.2 Sales, revenues and costs |  |
| Sales volume |  |
| Sales revenue |  |
| Fixed Costs |  |
| Variable costs |  |
| Total costs |  |
| 2.2.3 Breakeven |  |
| Breakeven |  |
| Profit |  |
| Loss |  |
| Breakeven point formula |  |
| Contribution |  |
| Contribution formula |  |
| Margin of safety |  |
| Margin of safety formula |  |