**Topic 1.1 Enterprise & Entrepreneurship – Key Terms**

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| **Key Term** | **Definition** |
| Enterprise |  |
| Entrepreneur |  |
| Consumer |  |
| Obsolete |  |
| E-commerce |  |
| M-commerce |  |
| Social media |  |
| Payment platforms |  |
| Market place |  |
| Data |  |
| Demographic |  |
| Risk |  |
| Financial reward |  |
| Market research |  |
| Revenue forecast |  |
| Cash flow |  |
| Sales revenue |  |
| Investment |  |
| Start-up |  |
| Intuition |  |
| Stakeholder |  |
| Ethics |  |
| Unique selling point |  |
| Values |  |
| Loyalty |  |
| Market share |  |
| Economy |  |