**Topic 2.1 Growing the business – Key Terms**

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| **Key Term** | **Definition** |
| Research and development |  |
| Innovation |  |
| E-commerce |  |
| Merger |  |
| Takeover |  |
| Public limited company |  |
| Multinational |  |
| Assets  |  |
| Interest  |  |
| Secured |  |
| Dividends |  |
| Stock market flotation |  |
| Stock exchange |  |
| Degree of competition  |  |
| Market share |  |
| Culture |  |
| Retrenchment  |  |
| Organisational structure |  |
| Product portfolio |  |
| Globalisation |  |
| Imports |  |
| Exports |  |
| Domestically |  |
| Tariff |  |
| Protectionist measure |  |
| Trading bloc |  |
| Localise |  |
| Ethics |  |
| Stakeholder |  |
| Trade-off |  |
| Profit-margin |  |
| Green audit |  |
| Sustainability |  |
| Finite resource |  |
| Pressure group |  |
| Boycott  |  |
| Viral marketing |  |
| Lobbying  |  |