

# Commercial Awareness

1. The difference between total sales and total costs A. Public Limited Company
2. The point at which the total sales of a business equal total costs - i.e. the business is making neither a profit nor a loss B. Limited Company
3. A detailed plan of income and expenses expected over a certain period of time C. Added Value
4. Amounts incurred by a business as a result of its trading operations D. Business Plan
5. Any place (e.g. physical, electronic) where buyers and sellers come together with a view to exchanging transactions E. Patent
6. The right to be the only user or producer of a specified product or service F. Customer
7. The resources (land, labour, capital, enterprise) that go into producing goods and services G. Demand
8. The amount of a product or service that customers are willing and able to pay at a given time H. Fixed Costs
9. The movements of cash into ("inflows") and out of ("outflows") a business I. Costs
10. The share of the total market that is owned by a particular business, product or brand. Usually expressed in percentage terms. J. Consumer
11. The income or sales that a business achieves in a period. Calculated by multiplying selling price per unit x units sold. K. Entrepreneur
12. A stated goal or target of a business (it can be more than one!) L. Budget
13. Costs that do not vary with the level of output (e.g. rent, wages) M. Market
14. What does PLC stand for? N. Revenue
15. Defining a market in terms of social-economic factors such as segmentation age, income, class etc O. Cashflow
16. What does LTD stand for? P. Bank Overdraft
17. A detailed description of a new or existing business, including the company's strategy, aims and objectives, marketing & financial plan Q. Profit

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| 18. An individual who sets up and runs a new business and takes on the risks associated with the business  | R. Market Share |
| 19. Borrowings from a bank on a current account which are payable on demand  | S. Demographic  |
| 20. A process through which a business increases the worth of the resources included in production so that customers perceive the product to be worth more than the cost of the inputs | T. Inputs       |
| 21. The person who ultimately uses or consumes a product   | U. Sole Trader  |
| 22. Any person or organisation which buys or is supplied with a product  | V. Objectives   |
| 23. A one person business with unlimited liability for the debts of that business  | W. Break Even   |