
English Business Vocabulary

Why Business English Matters

- Communicate with international clients
- Understand product briefs & specifications
- Write professional emails
- Present product ideas clearly
- Work in global design teams

Key Vocabulary – Company & Roles

CEO – Chief Executive Officer

Manager – Marketing manager loves your prototype.

Supplier – Confirm the supplier's price.

Client – The client requested a color change.

Key Vocabulary – Product & Design

Prototype – We tested the prototype.

Specification – Check the product specifications.

Lead time – Lead time is four weeks.

Quality control (QC) – QC found no defects.

Key Vocabulary – Business Communication

Deadline – The deadline is next Monday.

Feedback – We received positive feedback.

Proposal – The proposal includes design options.

Negotiation – We negotiated with the supplier.

Key Vocabulary – Marketing & Sales

Target market – Young adults

Branding – Branding improves value

Promotion – New promotion campaign

Revenue – Revenue increased by 20%

Useful Business Phrases

- Could you confirm the details?
- Please find the attachment.
- We would like to request a quotation.
- Let's schedule a meeting next week.
- Thank you for your cooperation.

Mini Activity – Practice Time

Match terms with meanings:

1 Prototype

2 Deadline

3 Supplier

4 Target market

A Provides materials

B Due date

C Early model

D Group of customers

Summary

- Business vocabulary supports professional work
- Know company roles, product design, marketing terms
- Use business phrases in emails & meetings