

Business and its environment (A Level)

A-Level Business · Vocabulary

English	中文	Pinyin
⇄ external influences	外部影响	wài bù yǐng xiǎng
↻ business cycle	经济周期	jīng jì zhōu qī
↗ boom	繁荣	fán róng
↘ recession	衰退	shuāi tuì
↓ slump	萧条	xiāo tiáo
↗ recovery	复苏	fù sū
% interest rate	利率	lì lǜ
↔ exchange rate	汇率	huì lǜ
↗ appreciation	升值	shēng zhí
↘ depreciation	贬值	biǎn zhí
🏪 exporter	出口商	chū kǒu shāng
🏪 importer	进口商	jìn kǒu shāng
↗ inflation	通货膨胀	tōng huò péng zhàng
💰 taxation	税收	shuì shōu
💰 direct tax	直接税	zhí jiē shuì
💰 indirect tax	间接税	jiàn jiē shuì
👤 unemployment	失业	shī yè
🏛 political	政治	zhèng zhì
⚖ legal	法律	fǎ lǜ
📋 legislation	法规	fǎ guī
👤 social	社会	shè huì
🔧 technological	技术	jì shù
🌿 environmental	环境	huán jìng
⚖ ethical	道德	dào dé

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🔍 PESTLE analysis	宏观环境分析	hóng guān huán jìng fēn xī
📖 strategy	战略	zhàn lüè
🎯 strategic management	战略管理	zhàn lüè guǎn lǐ
🏆 competitive advantage	竞争优势	jìng zhēng yōu shì
📊 SWOT analysis	SWOT 分析	SWOT fēn xī
💪 strengths	优势	yōu shì
🚪 opportunities	机会	jī huì
📉 weaknesses	劣势	liè shì
⚠️ threats	威胁	wēi xié