

T1 needs	T1 wants	T1 goods
T1 services	T1 resources	T1 factors of production
T1 land	T1 labour	T1 capital

T1 商品 shāng pǐn	T1 欲望 yù wàng	T1 需要 xū yào
T1 生产要素 shēng chǎn yào sù	T1 资源 zī yuán	T1 服务 fú wù
T1 资本 zī běn	T1 劳动力 láo dòng lì	T1 土地 tǔ dì

T1 enterprise	T1 risk	T1 scarce
T1 adding value	T1 inputs	T1 branding
T1 profit	T1 entrepreneur	T1 intrapreneur

T1 稀缺 xī quē	T1 风险 fēng xiǎn	T1 创业精神 chuàng yè jīng shén
T1 品牌 pǐn pái	T1 投入 tóu rù	T1 增值 zēng zhí
T1 内部创业者 nèi bù chuàng yè zhě	T1 企业家 qǐ yè jiā	T1 利润 lì rùn

T1 innovative	T1 determined	T1 self-confident
T1 business start-ups	T1 unemployment	T1 output
T1 GDP	T1 competition	T1 export

T1 自信的 zì xìn de	T1 有决心的 yǒu jué xīn de	T1 有创新精神的 yǒu chuàng xīn jīng shén de
T1 产出 chǎn chū	T1 失业 shī yè	T1 初创企业 chū chuàng qǐ yè
T1 出口 chū kǒu	T1 竞争 jìng zhēng	T1 国内生产总值 guó nèi shēng chǎn zǒng zhí

T1 economic growth	T1 business plan	T1 cash-flow forecast
T1 finance	T1 investor	T1 primary sector
T1 secondary sector	T1 tertiary sector	T1 quaternary sector

T1 现金流量预测 xiàn jīn liú liàng yù cè	T1 商业计划书 shāng yè jì huà shū	T1 经济增长 jīng jì zēng zhǎng
T1 第一产业 dì yī chǎn yè	T1 投资者 tóu zī zhě	T1 融资 róng zī
T1 第四产业 dì sì chǎn yè	T1 第三产业 dì sān chǎn yè	T1 第二产业 dì èr chǎn yè

T1 raw materials	T1 manufacture	T1 private sector
T1 public sector	T1 sole trader	T1 partnership
T1 deed of partnership	T1 private limited company	T1 shares

T1 私营部门 sī yíng bù mén	T1 制造 zhì zào	T1 原材料 yuán cái liào
T1 合伙企业 hé huǒ qǐ yè	T1 个体经营者 gè tǐ jīng yíng zhě	T1 公共部门 gōng gòng bù mén
T1 股份 gǔ fèn	T1 私人有限公司 sī rén yǒu xiàn gōng sī	T1 合伙协议 hé huǒ xié yì

T1 shareholders	T1 public limited company	T1 stock exchange
T1 takeover	T1 franchise	T1 franchisor
T1 franchisee	T1 royalty	T1 joint venture

T1 证券交易所 zhèng quàn jiāo yì suǒ	T1 上市公司 shàng shì gōng sī	T1 股东 gǔ dōng
T1 特许方 tè xǔ fāng	T1 特许经营 tè xǔ jīng yíng	T1 收购 shōu gòu
T1 合资企业 hé zī qǐ yè	T1 提成 tí chéng	T1 加盟方 jiā méng fāng

T1 social enterprise	T1 environmental	T1 liability
T1 debts	T1 limited liability	T1 unlimited liability
T1 separate legal identity	T1 employees	T1 revenue

T1 责任 zé rèn	T1 环境 huán jìng	T1 社会企业 shè huì qǐ yè
T1 无限责任 wú xiàn zé rèn	T1 有限责任 yǒu xiàn zé rèn	T1 债务 zhài wù
T1 营业收入 yíng yè shōu rù	T1 员工 yuán gōng	T1 独立法人 dú lì fǎ rén

T1 capital employed	T1 market share	T1 market capitalisation
T1 communities	T1 internal growth	T1 external growth
T1 integration	T1 merger	T1 horizontal integration

T1 市值 shì zhí	T1 市场份额 shì chǎng fèn é	T1 所用资本 suǒ yòng zī běn
T1 外部增长 wài bù zēng zhǎng	T1 内部增长 nèi bù zēng zhǎng	T1 社区 shè qū
T1 横向整合 héng xiàng zhěng hé	T1 合并 hé bìng	T1 整合 zhěng hé

T1 vertical integration	T1 forward integration	T1 backward integration
T1 conglomerate integration	T1 diversification	T1 market power
T1 company culture	T1 economies of scale	T1 average cost

T1 后向整合 hòu xiàng zhěng hé	T1 前向整合 qián xiàng zhěng hé	T1 纵向整合 zòng xiàng zhěng hé
T1 市场支配力 shì chǎng zhī pèi lì	T1 多元化 duō yuán huà	T1 混合整合 hùn hé zhěng hé
T1 平均成本 píng jūn chéng běn	T1 规模经济 guī mó jīng jì	T1 企业文化 qǐ yè wén huà

T1 bulk	T1 interest	T1 diseconomies of scale
T1 communication	T1 coordination	T1 motivation
T1 mission statement	T1 aims	T1 objectives

T1 规模不经济 guī mó bù jīng jì	T1 利息 lì xī	T1 大批量 dà pī liàng
T1 激励 jī lì	T1 协调 xié tiáo	T1 沟通 gōu tōng
T1 目标 mù biāo	T1 目的 mù dì	T1 使命宣言 shǐ mìng xuān yán

T1 specific	T1 measurable	T1 achievable
T1 realistic	T1 time-bound	T1 strategy
T1 tactics	T1 profit maximisation	T1 survival

T1 可实现的 kě shí xiàn de	T1 可衡量的 kě héng liáng de	T1 具体的 jù tǐ de
T1 战略 zhàn lüè	T1 有时限的 yǒu shí xiàn de	T1 现实的 xiàn shí de
T1 生存 shēng cún	T1 利润最大化 lì rùn zuì dà huà	T1 策略 cè lüè

T1 ethical	T1 corporate social responsibility	T1 pollution
T1 stakeholder	T1 internal stakeholders	T1 external stakeholders
T1 managers	T1 customers	T1 suppliers

T1 污染 wū rǎn	T1 企业社会责任 qǐ yè shè huì zé rèn	T1 道德 dào dé
T1 外部利益相关者 wài bù lì yì xiāng guān zhě	T1 内部利益相关者 nèi bù lì yì xiāng guān zhě	T1 利益相关者 lì yì xiāng guān zhě
T1 供应商 gōng yìng shāng	T1 顾客 gù kè	T1 管理者 guǎn lǐ zhě

T1 lenders	T1 pressure groups	T1 conflict
T1 compromise	T1 negotiation	T2 human resource management
T2 workforce planning	T2 recruitment	T2 selection

T1 冲突 chōng tū	T1 压力团体 yā lì tuán tǐ	T1 贷款方 dài kuǎn fāng
T2 人力资源管理 rén lì zī yuán guǎn lǐ	T1 谈判 tán pàn	T1 妥协 tuǒ xié
T2 甄选 zhēn xuǎn	T2 招聘 zhāo pìn	T2 人力规划 rén lì guī huà

T2 training	T2 development	T2 job description
T2 person specification	T2 qualifications	T2 internal recruitment
T2 external recruitment	T2 interviews	T2 induction training

T2 职位描述 zhí wèi miáo shù	T2 培养 péi yǎng	T2 培训 péi xùn
T2 内部招聘 nèi bù zhāo pìn	T2 资格 zī gé	T2 人员规格 rén yuán guī gé
T2 入职培训 rù zhí péi xùn	T2 面试 miàn shì	T2 外部招聘 wài bù zhāo pìn

T2 on-the-job training	T2 off-the-job training	T2 productivity
T2 redundancy	T2 dismissal	T2 employer
T2 employee	T2 rights	T2 restructuring

T2 生产率 shēng chǎn lǜ	T2 脱产培训 tuō chǎn péi xùn	T2 在岗培训 zài gǎng péi xùn
T2 雇主 gù zhǔ	T2 解雇 jiě gù	T2 裁员 cái yuán
T2 重组 chóng zǔ	T2 权利 quán lì	T2 雇员 gù yuán

T2 management of change	T2 labour turnover	T2 labour productivity
T2 motivation	T2 scientific management	T2 piece rate
T2 human relations	T2 hierarchy of needs	T2 two-factor theory

T2 劳动生产率 láo dòng shēng chǎn lǜ	T2 员工流失率 yuán gōng liú shī lǜ	T2 变革管理 biàn gé guǎn lǐ
T2 计件工资 jì jiàn gōng zī	T2 科学管理 kē xué guǎn lǐ	T2 激励 jī lì
T2 双因素理论 shuāng yīn sù lǐ lùn	T2 需求层次 xū qiú céng cì	T2 人际关系 rén jì guān xì

T2 achievement	T2 expectancy theory	T2 physiological needs
T2 esteem needs	T2 recognition	T2 self-actualisation
T2 hygiene factors	T2 motivators	T2 financial motivators

T2 生理需求 shēng lǐ xū qiú	T2 期望理论 qī wàng lǐ lùn	T2 成就 chéng jiù
T2 自我实现 zì wǒ shí xiàn	T2 认可 rèn kě	T2 尊重需求 zūn zhòng xū qiú
T2 经济激励 jīng jì jī lì	T2 激励因素 jī lì yīn sù	T2 保健因素 bǎo jiàn yīn sù

T2 wages	T2 manual work	T2 salary
T2 commission	T2 bonus	T2 profit sharing
T2 performance-related pay	T2 fringe benefits	T2 non-financial motivators

T2 薪水 xīn shuǐ	T2 体力劳动 tǐ lì láo dòng	T2 工资 gōng zī
T2 利润分享 lì rùn fēn xiǎng	T2 奖金 jiǎng jīn	T2 佣金 yòng jīn
T2 非经济激励 fēi jīng jì jī lì	T2 附加福利 fù jiā fú lì	T2 绩效工资 jì xiào gōng zī

T2 job enrichment	T2 job rotation	T2 job enlargement
T2 empowerment	T2 teamworking	T2 management
T2 planning	T2 organising	T2 commanding

T2 工作扩大化 gōng zuò kuò dà huà	T2 工作轮换 gōng zuò lún huàn	T2 工作丰富化 gōng zuò fēng fù huà
T2 管理 guǎn lǐ	T2 团队合作 tuán duì hé zuò	T2 授权 shòu quán
T2 指挥 zhǐ huī	T2 组织 zǔ zhī	T2 计划 jì huà

T2 coordinating	T2 controlling	T2 roles
T2 leadership	T2 vision	T3 marketing
T3 market	T3 product-orientated	T3 market-orientated

T2 角色 jué sè	T2 控制 kòng zhì	T2 协调 xié tiáo
T3 市场营销 shì chǎng yíng xiāo	T2 愿景 yuàn jǐng	T2 领导 lǐng dǎo
T3 市场导向 shì chǎng dǎo xiàng	T3 产品导向 chǎn pǐn dǎo xiàng	T3 市场 shì chǎng

T3 customer relationship marketing	T3 market size	T3 market growth
T3 market share	T3 mass market	T3 niche market
T3 market segmentation	T3 segments	T3 demand

T3 市场增长 shì chǎng zēng zhǎng	T3 市场规模 shì chǎng guī mó	T3 客户关系营销 kè hù guān xì yíng xiāo
T3 利基市场 lì jī shì chǎng	T3 大众市场 dà zhòng shì chǎng	T3 市场份额 shì chǎng fèn é
T3 需求 xū qiú	T3 细分市场 xì fēn shì chǎng	T3 市场细分 shì chǎng xì fēn

T3 supply	T3 elasticity	T3 price elasticity of demand
T3 price elastic	T3 price inelastic	T3 income elasticity of demand
T3 cross elasticity of demand	T3 substitutes	T3 complements

T3 需求价格弹性 xū qiú jià gé tán xìng	T3 弹性 tán xìng	T3 供给 gōng jǐ
T3 需求收入弹性 xū qiú shōu rù tán xìng	T3 缺乏弹性 quē fá tán xìng	T3 富有弹性 fù yǒu tán xìng
T3 互补品 hù bǔ pǐn	T3 替代品 tì dài pǐn	T3 需求交叉弹性 xū qiú jiāo chā tán xìng

T3 market research	T3 competitors	T3 primary research
T3 secondary research	T3 quantitative data	T3 qualitative data
T3 sample	T3 sampling	T3 random sampling

T3 一手调研 yī shǒu diào yán	T3 竞争对手 jìng zhēng duì shǒu	T3 市场调研 shì chǎng diào yán
T3 定性数据 dìng xìng shù jù	T3 定量数据 dìng liàng shù jù	T3 二手调研 èr shǒu diào yán
T3 随机抽样 suí jī chōu yàng	T3 抽样 chōu yàng	T3 样本 yàng běn

T3 quota sampling	T3 stratified sampling	T3 reliable
T3 bias	T3 marketing mix	T3 product
T3 price	T3 place	T3 promotion

T3 可靠的 kě kào de	T3 分层抽样 fēn céng chōu yàng	T3 配额抽样 pèi é chōu yàng
T3 产品 chǎn pǐn	T3 营销组合 yíng xiāo zǔ hé	T3 偏差 piān chā
T3 促销 cù xiāo	T3 渠道 qú dào	T3 价格 jià gé

T3 integration	T3 product development	T3 product life cycle
T3 introduction	T3 growth	T3 maturity
T3 decline	T3 extension strategies	T3 product portfolio

T3 产品生命周期 chǎn pǐn shēng mìng zhōu qī	T3 产品开发 chǎn pǐn kāi fā	T3 整合 zhěng hé
T3 成熟期 chéng shú qī	T3 成长期 chéng zhǎng qī	T3 引入期 yǐn rù qī
T3 产品组合 chǎn pǐn zǔ hé	T3 延长策略 yán cháng cè lüè	T3 衰退期 shuāi tuì qī

T3 Boston Matrix	T3 stars	T3 cash cows
T3 question marks	T3 dogs	T3 branding
T3 loyalty	T3 cost-plus pricing	T3 penetration pricing

T3 现金牛 xiàn jīn niú	T3 明星产品 míng xīng chǎn pǐn	T3 波士顿矩阵 bō shì dùn jǔ zhèn
T3 品牌 pǐn pái	T3 瘦狗产品 shòu gǒu chǎn pǐn	T3 问题产品 wèn tí chǎn pǐn
T3 渗透定价 shèn tòu dìng jià	T3 成本加成定价 chéng běn jiā chéng dìng jià	T3 忠诚度 zhōng chéng dù

T3 price skimming	T3 competitive pricing	T3 price discrimination
T3 dynamic pricing	T3 psychological pricing	T3 distribution channel
T3 wholesaler	T3 above-the-line promotion	T3 advertising

T3 价格歧视 jià gé qí shì	T3 竞争定价 jìng zhēng dìng jià	T3 撇脂定价 piē zhī dìng jià
T3 分销渠道 fēn xiāo qú dào	T3 心理定价 xīn lǐ dìng jià	T3 动态定价 dòng tài dìng jià
T3 广告 guǎng gào	T3 大众媒体广告 dà zhòng méi tǐ guǎng gào	T3 批发商 pī fā shāng

T3 below-the-line promotion	T3 digital marketing	T3 e-commerce
T4 operations	T4 operations management	T4 inputs
T4 outputs	T4 transformation process	T4 adding value

T3 电子商务 diàn zǐ shāng wù	T3 数字营销 shù zì yíng xiāo	T3 直接促销 zhí jiē cù xiāo
T4 投入 tóu rù	T4 运营管理 yùn yíng guǎn lǐ	T4 运营 yùn yíng
T4 增值 zēng zhí	T4 转化过程 zhuǎn huà guò chéng	T4 产出 chǎn chū

T4 raw materials	T4 productivity	T4 efficiency
T4 capital-intensive	T4 labour-intensive	T4 job production
T4 batch production	T4 flow production	T4 mass customisation

T4 效率 xiào lǜ	T4 生产率 shēng chǎn lǜ	T4 原材料 yuán cái liào
T4 单件生产 dān jiàn shēng chǎn	T4 劳动密集型 láo dòng mì jí xíng	T4 资本密集型 zī běn mì jí xíng
T4 大规模定制 dà guī mó dìng zhì	T4 流水线生产 liú shuǐ xiàn shēng chǎn	T4 批量生产 pī liàng shēng chǎn

T4 sustainability	T4 technology	T4 automation
T4 inventory	T4 holding costs	T4 inventory control chart
T4 re-order level	T4 lead time	T4 buffer inventory

T4 自动化 zì dòng huà	T4 技术 jì shù	T4 可持续性 kě chí xù xìng
T4 库存控制图 kù cún kòng zhì tú	T4 持有成本 chí yǒu chéng běn	T4 库存 kù cún
T4 缓冲库存 huǎn chōng kù cún	T4 交货周期 jiāo huò zhōu qī	T4 再订货水平 zài dìng huò shuǐ píng

T4 maximum inventory	T4 just-in-time	T4 just-in-case
T4 capacity	T4 capacity utilisation	T4 under-utilisation
T4 over-utilisation	T4 outsourcing	T4 supplier

T4 备货制 bèi huò zhì	T4 准时制 zhǔn shí zhì	T4 最大库存 zuì dà kù cún
T4 产能利用不足 chǎn néng lì yòng bù zú	T4 产能利用率 chǎn néng lì yòng lǜ	T4 产能 chǎn néng
T4 供应商 gōng yìng shāng	T4 外包 wài bāo	T4 产能过度利用 chǎn néng guò dù lì yòng

T5 business finance	T5 premises	T5 capital expenditure
T5 fixed assets	T5 revenue expenditure	T5 working capital
T5 balance sheet	T5 current assets	T5 current liabilities

T5 资本性支出 zī běn xìng zhī chū	T5 经营场所 jīng yíng chǎng suǒ	T5 企业资金 qǐ yè zī jīn
T5 营运资本 yíng yùn zī běn	T5 收益性支出 shōu yì xìng zhī chū	T5 固定资产 gù dìng zī chǎn
T5 流动负债 liú dòng fù zhài	T5 流动资产 liú dòng zī chǎn	T5 资产负债表 zī chǎn fù zhài biǎo

T5 profit	T5 cash	T5 internal sources
T5 external sources	T5 short-term	T5 long-term
T5 retained profit	T5 sale of assets	T5 share capital

T5 内部来源 nèi bù lái yuán	T5 现金 xiàn jīn	T5 利润 lì rùn
T5 长期 cháng qī	T5 短期 duǎn qī	T5 外部来源 wài bù lái yuán
T5 股本 gǔ běn	T5 出售资产 chū shòu zī chǎn	T5 留存利润 liú cún lì rùn

T5 loan	T5 debenture	T5 overdraft
T5 leasing	T5 hire purchase	T5 trade credit
T5 venture capital	T5 crowdfunding	T5 microfinance

T5 透支 tòu zhī	T5 公司债券 gōng sī zhài quàn	T5 贷款 dài kuǎn
T5 商业信用 shāng yè xìn yòng	T5 分期付款 fēn qī fù kuǎn	T5 租赁 zū lìn
T5 小额信贷 xiǎo é xìn dài	T5 众筹 zhòng chóu	T5 风险资本 fēng xiǎn zī běn

T5 collateral	T5 cash-flow forecast	T5 cash inflows
T5 cash outflows	T5 net cash flow	T5 opening balance
T5 closing balance	T5 overtrading	T5 cost

T5 现金流入 xiàn jīn liú rù	T5 现金流量预测 xiàn jīn liú liàng yù cè	T5 抵押品 dǐ yā pǐn
T5 期初余额 qī chū yú é	T5 净现金流 jìng xiàn jīn liú	T5 现金流出 xiàn jīn liú chū
T5 成本 chéng běn	T5 过度交易 guò dù jiāo yì	T5 期末余额 qī mò yú é

T5 fixed costs	T5 variable costs	T5 direct costs
T5 indirect costs	T5 marginal cost	T5 average cost
T5 contribution	T5 break-even	T5 break-even point

T5 直接成本 zhí jiē chéng běn	T5 可变成本 kě biàn chéng běn	T5 固定成本 gù dìng chéng běn
T5 平均成本 píng jūn chéng běn	T5 边际成本 biān jì chéng běn	T5 间接成本 jiàn jiē chéng běn
T5 盈亏平衡点 yíng kuī píng héng diǎn	T5 盈亏平衡 yíng kuī píng héng	T5 贡献 gòng xiàn

T5 margin of safety	T5 limitations	T5 budget
T5 incremental budget	T5 zero-based budget	T5 variance
T5 favourable variance	T5 adverse variance	T6 external influences

T5 预算 yù suàn	T5 局限性 jú xiàn xìng	T5 安全边际 ān quán biān jì
T5 差异 chā yì	T5 零基预算 líng jī yù suàn	T5 增量预算 zēng liàng yù suàn
T6 外部影响 wài bù yǐng xiǎng	T5 不利差异 bù lì chā yì	T5 有利差异 yǒu lì chā yì

T6 business cycle	T6 boom	T6 recession
T6 slump	T6 recovery	T6 interest rate
T6 exchange rate	T6 appreciation	T6 depreciation

T6 衰退 shuāi tuì	T6 繁荣 fán róng	T6 经济周期 jīng jì zhōu qī
T6 利率 lì lǜ	T6 复苏 fù sū	T6 萧条 xiāo tiáo
T6 贬值 biǎn zhí	T6 升值 shēng zhí	T6 汇率 huì lǜ

T6 exporter	T6 importer	T6 inflation
T6 taxation	T6 direct tax	T6 indirect tax
T6 unemployment	T6 political	T6 legal

T6 通货膨胀 tōng huò péng zhàng	T6 进口商 jìn kǒu shāng	T6 出口商 chū kǒu shāng
T6 间接税 jiàn jiē shuì	T6 直接税 zhí jiē shuì	T6 税收 shuì shōu
T6 法律 fǎ lǜ	T6 政治 zhèng zhì	T6 失业 shī yè

T6 legislation	T6 social	T6 technological
T6 environmental	T6 ethical	T6 PESTLE analysis
T6 strategy	T6 strategic management	T6 competitive advantage

T6 技术 jì shù	T6 社会 shè huì	T6 法规 fǎ guī
T6 宏观环境分析 hóng guān huán jìng fēn xī	T6 道德 dào dé	T6 环境 huán jìng
T6 竞争优势 jìng zhēng yōu shì	T6 战略管理 zhàn lüè guǎn lǐ	T6 战略 zhàn lüè

T6 SWOT analysis	T6 strengths	T6 opportunities
T6 weaknesses	T6 threats	T7 organisational structure
T7 hierarchy	T7 chain of command	T7 span of control

T6 机会 jī huì	T6 优势 yōu shì	T6 SWOT 分析 SWOT fēn xī
T7 组织结构 zǔ zhī jié gòu	T6 威胁 wēi xié	T6 劣势 liè shì
T7 管理幅度 guǎn lǐ fú dù	T7 指挥链 zhǐ huī liàn	T7 层级 céng jí

T7 centralisation	T7 decentralisation	T7 delayering
T7 matrix structure	T7 delegation	T7 accountability
T7 communication	T7 sender	T7 medium

T7 精简层级 jīng jiǎn céng jí	T7 分权 fēn quán	T7 集权 jí quán
T7 问责 wèn zé	T7 授权 shòu quán	T7 矩阵结构 jǔ zhèn jié gòu
T7 媒介 méi jiè	T7 发送者 fā sòng zhě	T7 沟通 gōu tōng

T7 receiver	T7 feedback	T7 barrier
T7 leadership style	T7 leader	T7 autocratic
T7 democratic	T7 paternalistic	T7 laissez-faire

T7 障碍 zhàng ài	T7 反馈 fǎn kuì	T7 接收者 jiē shōu zhě
T7 专制型 zhuān zhì xíng	T7 领导 lǐng dǎo	T7 领导风格 lǐng dǎo fēng gé
T7 放任型 fàng rèn xíng	T7 家长式 jiā zhǎng shì	T7 民主型 mín zhǔ xíng

T7 emotional intelligence	T7 human resource management	T7 hard HRM
T7 soft HRM	T7 workforce planning	T7 management of change
T7 employer-employee relations	T7 trade union	T7 collective bargaining

T7 硬性人力资源管理 yìng xìng rén lì zī yuán guǎn lǐ	T7 人力资源管理 rén lì zī yuán guǎn lǐ	T7 情商 qíng shāng
T7 变革管理 biàn gé guǎn lǐ	T7 人力规划 rén lì guī huà	T7 软性人力资源管理 ruǎn xìng rén lì zī yuán guǎn lǐ
T7 集体谈判 jí tǐ tán pàn	T7 工会 gōng huì	T7 劳资关系 láo zī guān xì

T7 industrial action	T7 strike	T8 marketing analysis
T8 sales forecasting	T8 time-series analysis	T8 trend
T8 seasonal variation	T8 moving average	T8 extrapolation

T8 营销分析 yíng xiāo fēn xī	T7 罢工 bà gōng	T7 劳工行动 láo gōng háng dòng
T8 趋势 qū shì	T8 时间序列分析 shí jiān xù liè fēn xī	T8 销售预测 xiāo shòu yù cè
T8 外推 wài tuī	T8 移动平均 yí dòng píng jūn	T8 季节性波动 jì jié xìng bō dòng

T8 correlation	T8 positive correlation	T8 negative correlation
T8 elasticity	T8 price elasticity of demand	T8 price elastic
T8 price inelastic	T8 income elasticity of demand	T8 cross elasticity of demand

T8 负相关 fù xiāng guān	T8 正相关 zhèng xiāng guān	T8 相关性 xiāng guān xìng
T8 富有弹性 fù yǒu tán xìng	T8 需求价格弹性 xū qiú jià gé tán xìng	T8 弹性 tán xìng
T8 需求交叉弹性 xū qiú jiāo chā tán xìng	T8 需求收入弹性 xū qiú shōu rù tán xìng	T8 缺乏弹性 quē fá tán xìng

T8 marketing strategy	T8 marketing planning	T8 Ansoff's matrix
T8 market penetration	T8 product development	T8 market development
T8 diversification	T8 product portfolio analysis	T8 globalisation

T8 安索夫矩阵 ān suǒ fū jǔ zhèn	T8 营销规划 yíng xiāo guī huà	T8 营销战略 yíng xiāo zhàn lüè
T8 市场开发 shì chǎng kāi fā	T8 产品开发 chǎn pǐn kāi fā	T8 市场渗透 shì chǎng shèn tòu
T8 全球化 quán qiú huà	T8 产品组合分析 chǎn pǐn zǔ hé fēn xī	T8 多元化 duō yuán huà

T8 exporting	T8 joint venture	T8 localisation
T9 location	T9 relocation	T9 quantitative factors
T9 qualitative factors	T9 offshoring	T9 optimum scale

T8 本地化 běn dì huà	T8 合资企业 hé zī qǐ yè	T8 出口 chū kǒu
T9 定量因素 dìng liàng yīn sù	T9 迁址 qiān zhǐ	T9 选址 xuǎn zhǐ
T9 最优规模 zuì yōu guī mó	T9 离岸外包 lí àn wài bāo	T9 定性因素 dìng xìng yīn sù

T9 economies of scale	T9 diseconomies of scale	T9 quality
T9 quality control	T9 quality assurance	T9 total quality management
T9 benchmarking	T9 lean production	T9 waste

T9 质量 zhì liàng	T9 规模不经济 guī mó bù jīng jì	T9 规模经济 guī mó jīng jì
T9 全面质量管理 quán miàn zhì liàng guǎn lǐ	T9 质量保证 zhì liàng bǎo zhèng	T9 质量控制 zhì liàng kòng zhì
T9 浪费 làng fèi	T9 精益生产 jīng yì shēng chǎn	T9 标杆管理 biāo gān guǎn lǐ

T9 capacity management	T9 technology	T9 critical path analysis
T9 nodes	T9 earliest start time	T9 latest finish time
T9 total float	T9 critical path	T9 minimum project duration

T9 关键路径分析 guān jiàn lù jìng fēn xī	T9 技术 jì shù	T9 产能管理 chǎn néng guǎn lǐ
T9 最晚完成时间 zuì wǎn wán chéng shí jiān	T9 最早开始时间 zuì zǎo kāi shǐ shí jiān	T9 节点 jié diǎn
T9 最短项目工期 zuì duǎn xiàng mù gōng qī	T9 关键路径 guān jiàn lù jìng	T9 总浮动时间 zǒng fú dòng shí jiān

T10 financial statements	T10 income statement	T10 revenue
T10 cost of sales	T10 gross profit	T10 expenses
T10 operating profit	T10 net profit	T10 statement of financial position

T10 营业收入 yíng yè shōu rù	T10 利润表 lì rùn biǎo	T10 财务报表 cái wù bào biǎo
T10 费用 fèi yòng	T10 毛利润 máo lì rùn	T10 销售成本 xiāo shòu chéng běn
T10 财务状况表 cái wù zhuàng kuàng biǎo	T10 净利润 jìng lì rùn	T10 营业利润 yíng yè lì rùn

T10 balance sheet	T10 non-current assets	T10 current assets
T10 current liabilities	T10 non-current liabilities	T10 equity
T10 depreciation (assets)	T10 stakeholders	T10 ratio analysis

T10 流动资产 liú dòng zī chǎn	T10 非流动资产 fēi liú dòng zī chǎn	T10 资产负债表 zī chǎn fù zhài biǎo
T10 所有者权益 suǒ yǒu zhě quán yì	T10 非流动负债 fēi liú dòng fù zhài	T10 流动负债 liú dòng fù zhài
T10 比率分析 bǐ lǜ fēn xī	T10 利益相关者 lì yì xiāng guān zhě	T10 折旧 zhé jiù

T10 profitability	T10 gross profit margin	T10 operating profit margin
T10 return on capital employed	T10 capital employed	T10 liquidity
T10 current ratio	T10 acid test ratio	T10 efficiency

T10 营业利润率 yíng yè lì rùn lǜ	T10 毛利率 máo lì lǜ	T10 盈利能力 yíng lì néng lì
T10 流动性 liú dòng xìng	T10 所用资本 suǒ yòng zī běn	T10 资本回报率 zī běn huí bào lǜ
T10 效率 xiào lǜ	T10 速动比率 sù dòng bǐ lǜ	T10 流动比率 liú dòng bǐ lǜ

T10 inventory turnover	T10 gearing	T10 investment appraisal
T10 payback period	T10 accounting rate of return	T10 net present value
T10 discounting		

T10 投资评估 tóu zī píng gū	T10 杠杆比率 gàng gǎn bǐ lǜ	T10 存货周转率 cún huò zhōu zhuǎn lǜ
T10 净现值 jìng xiàn zhí	T10 会计回报率 kuài jì huí bào lǜ	T10 回收期 huí shōu qī
		T10 折现 zhé xiàn