BEC Word List

Vocabulary List

Vocabulary and example	Write it
strategy n. /ˈstrætədʒi/ a long-term plan to reach an important goal **Family:** strategic (adj.) **Use it with:** business strategy · marketing strategy Our **strategy** is to grow in South-East Asia. 我们的**战略**是在东南亚拓展业务。	
objective n. /ɒbˈdʒektɪv/ something you plan to achieve **Use it with:** set objectives · achieve an objective The main **objective** this year is to cut costs. 今年的主要**目标**是降低成本。	
expand v. /ekˈspænd/ to become bigger, or to make a business bigger **Family:** expansion (n.) **Use it with:** expand into · expand the business The firm plans to **expand** into Africa. 这家公司计划将业务**扩展**到非洲。	
restructure v. /rɪˈstrʌktʃə/ to organise a company in a new way to make it work better **Family:** restructuring (n.) **Use it with:** restructure a company The bank **restructured** its retail division. 这家银行**重组**了零售业务部门。	
downsize v. /ˈdaʊnsaɪz/ to make a company smaller by reducing the number of employees **Family:** downsizing (n.) The factory **downsized** from 900 to 600 staff. 这家工厂通过**裁员**将员工人数从 900 人减至 600 人。	
relocate v. /rɪləʊˈkeɪt/ to move a business or worker to a different place **Family:** relocation (n.) **Use it with:** relocate to · relocation costs The company **relocated** its head office to Shenzhen. 这家公司将总部**搬迁**到了深圳。	

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implement v. /ˈɪmplɪmənt/

to start using a plan or system

Family: implementation (n.) **Use it with:** implement a plan · implement changes

We **implemented** the new software in May.
我们在五月**启用**了新软件。

stakeholder n. /ˈsteɪkhəʊldə/

a person or group with an interest in a company, such as staff or customers

Use it with: key stakeholders

We consulted all **stakeholders** before the decision.
作出决定前，我们征询了所有**利益相关方**的意见。

risk n. /rɪsk/

the chance that something bad will happen

Family: risky (adj.) **Use it with:** take a risk · reduce the risk

Entering a new market always involves **risk**.
进入新市场总会有**风险**。

opportunity n. /ɒpəˈtjuːnɪti/

a chance to do something good or successful

Use it with: business opportunity · take an opportunity

The new law creates **opportunities** for small firms.
新法律为小企业创造了**机会**。

threat n. /θret/

something that may cause harm or problems

Family: threaten (v.) **Use it with:** a threat to · pose a threat

Online shopping is a **threat** to small shops.
网上购物对小商店构成了**威胁**。

SWOT analysis phrase /swɒt əˈnæləsɪs/

a study of strengths, weaknesses, opportunities and threats

Tip: SWOT = strengths, weaknesses, opportunities, threats.

The team did a **SWOT analysis** before the launch.
团队在推出产品前进行了 **SWOT 分析**。

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competitive advantage phrase /kəm'petɪtɪv əd'væntɪdʒ/

something that makes a company better than its rivals

Use it with: gain a competitive advantage

Fast delivery is our main **competitive advantage**.
快速送货是我们的主要**竞争优势**。

growth n. /grəʊθ/

an increase in size, sales or value

Family: grow (v.) **Use it with:** rapid growth · sales growth

The company expects 10% **growth** next year.
公司预计明年将**增长** 10%。

long-term adj. /lɒŋ tɜːm/

lasting or planned for a long time in the future

Use it with: long-term plan · long-term investment **Tip:** Opposite: short-term.

Our **long-term** goal is to sell in fifty countries.
我们的**长期**目标是在 50 个国家销售产品。

sustainable adj. /sə'steɪnəbl/

able to continue without harming the environment

Family: sustainability (n.) **Use it with:** sustainable development · sustainable growth

The company uses only **sustainable** wood.
这家公司只使用来自**可持续**来源的木材。

carbon footprint phrase /'kɑːbən 'fʊtprɪnt/

the amount of carbon dioxide that an activity produces

Use it with: reduce your carbon footprint

Video calls reduce our **carbon footprint**.
视频通话减少了我们的**碳足迹**。

renewable energy phrase /rɪ'njuːəbl 'enədʒi/

energy from sources such as wind and the sun that do not run out

The factory now runs on **renewable energy**.
这家工厂现在使用**可再生能源**运转。

recycle v. /rɪ'saɪkl/

to treat used materials so they can be used again

Family: recycling (n.) · recyclable (adj.) **Use it with:** recycle waste

We **recycle** 90% of our packaging.
我们**回收**了 90% 的包装材料。

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ethical adj. /ˈeθɪkl/

morally right and fair

Family: ethics (n.) **Use it with:** ethical business · ethical standards

Customers want **ethical** products made without child labour.
顾客希望购买符合**道德标准**、没有使用童工的产品。

corporate social responsibility phrase /ˈkɔːpərət ˈsəʊʃl rɪˌspɒnsəˈbɪlɪti/

a company's duty to help society and the environment

Family: CSR (abbr.)

Corporate social responsibility is part of our annual report.
企业社会责任是我们年度报告的一部分。

compliance n. /kəmˈplaɪəns/

following rules or laws

Family: comply (v.) **Use it with:** in compliance with · compliance department

Our **compliance** team checks every new contract.
我们的**合规**团队会审查每一份新合同。

mission statement phrase /ˈmɪʃn ˈsteɪtmənt/

a short official description of a company's aims

Our **mission statement** is on the wall of every office.
我们的**企业使命宣言**贴在每间办公室的墙上。

benchmark n. /ˈbentʃmɑːk/

a standard used to compare other things with

Family: benchmark (v.) **Use it with:** set a benchmark

Their service is the **benchmark** for the industry.
他们的服务是行业的**标杆**。

feasibility study phrase /ˌfiːzɪˈbɪlɪti ˈstʌdi/

a study to find out whether a plan is possible and worth doing

Family: feasible (adj.) **Use it with:** carry out a feasibility study

The **feasibility study** showed the project would make a profit.
可行性研究表明，该项目会盈利。

joint venture phrase /dʒɔɪnt ˈventʃə/

a business project run by two or more companies together

Use it with: form a joint venture

The two firms set up a **joint venture** in Vietnam.
两家公司在越南成立了一家**合资企业**。

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phase out phrase /feɪz aʊt/ to stop using something gradually **Use it with:** phase out gradually We will **phase out** plastic bags by next year. 我们将在明年之前**逐步淘汰**塑料袋。	

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