

Business English Vocabulary (5)

Abbreviations: v = verb, n = noun, adj = adjective, adv = adverb, idm = idiom, phr v = phrasal verb

personnel (n) /ˌpɜːsəˈnel/ the people who work for an organization or a company
: We need to increase female personnel to 30%.
: Could you please e-mail your resume to our personnel department?

prevent (v) /prɪˈvent/ to stop something from happening
: He tried hard to prevent his business from going bankrupt.
: We need to prevent information leakage.

prevention (n) /prɪˈvenʃn/ the action of stopping something from happening
: We should focus more on workplace injury prevention.
: Training new factory employees is essential for the prevention of accidents.

prioritize (v) /praɪˈɔːrətaɪz/ to decide to do the most important tasks first
: It is important to prioritize your most important tasks.
: We need to prioritize the needs of older people.

profit (v) /ˈprɑːfɪt/ make money, obtain financial advantage
: We have profited by selling our products internationally.
: Last year, we profited from a weaker dollar and the high volume of exports.

profit (n) /ˈprɑːfɪt/ financial gain
: The profit was divided among the investors.
: Our daily profit is around \$3,000.

recruit (v) /rɪˈkruːt/ to find new people to work in a company or join an organization
: Recruiting new employees begins in May.
: There are plans to recruit new web designers next month.

recruitment (n) /rɪˈkruːtmənt/ The action of finding new people to work in a company or join an organization
: We have been in the global recruitment market for over ten years.
: My wife works for a recruitment agency in London.

reduce (v) /rɪˈduːs/ make smaller, decrease
: Our aim is to reduce electricity use.
: There are many ways to reduce business costs.

reduction (n) /rɪˈdʌkʃn/ cutting, lowering, scaling down
: During the Covid-19 pandemic, he faced a severe reduction in Income.
: There has been a slight reduction in oil prices.

respond (v) /rɪˈspɑːnd/ answer, reply to
: He hasn't responded to my email yet.
: Companies usually respond to emails within 48 hours.

response (n) /rɪˈspɑːns/ an answer, action, or a reply
: Majority of customers expect a response within 48 hours.
: I am writing in response to your email of May 12th.

revenue (n) /ˈrevənuː/ the amount of money a company receives in exchange for its goods and services, income
: My company's revenue increased for the third quarter.
: The sales team has a plan to grow revenue by 25%.