

## Business English Vocabulary (3)

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

**convince** (v) /kən'vɪns/ to make someone believe that something is true  
: Their reason for the late delivery didn't convince me.  
: We convinced the manager to buy new computers for the design department.

**consensus** (n) /kən'sensəs/ a general agreement, agreement  
: We couldn't reach a consensus on oil prices.  
: There is a lack of consensus among politicians.

**distribute** (v) /dɪ'strɪbjʊ:t/ hand out, deliver  
: We distribute our products using our company-owned trucks.  
: You are allowed to distribute copies of free software.

**downsize** (v) /'daʊnsaɪz/ reduce, decrease, lower  
: The company is planning to downsize its employees by 20%.  
: How to keep employees motivated after downsizing?

**dress code** (n) /dres-/ /kəʊd/ the rules about what to wear in a particular situation  
: What is your company's dress code policy?  
: My company decided to enforce a strict dress code.

**export** (v) /'ekspɔ:rt/ to send products or goods to another country  
: My company exports seafood to Japan.  
: Many of our products have been exported to overseas markets.

**extend** (v) /ɪk'stend/ expand, lengthen, increase  
: We have decided to extend our product range.  
: I asked them to extend the deadline to March 25th.

**import** (v) /'ɪmpɔ:rt/ to bring in products or services from another country.  
: We import raw materials from African countries.  
: Meat products are imported from New Zealand.

**import** (n) /'ɪmpɔ:rt/ products or services that are brought in from another country  
: Beef imports from New Zealand will be increased.  
: You need an import license to import goods.

**improve** (v) /ɪm'pru:v/ to make something better, get better  
: What can we do to improve our business?  
: We need to improve the quality of our products continually.

**improvement** (n) /ɪm'pru:vmənt/ enhancement, refinement  
: The new models have shown significant improvements.  
: The company needs some good business improvement ideas.

**inform** (v) /ɪn'fɔ:rm/ tell, let someone know  
: I will inform you of the price increase by the end of March.  
: The president has informed us that he will retire next month.

**inventory** (n) /'ɪnvəntɔ:ri/ list, record  
: The company needs an inventory management system.  
: Every six months, we take an inventory of everything in our shop.