

2.1.1 Growing a Business	
<b>Inorganic (external) growth</b>	Growing by buying up other businesses or by merging with a business of roughly equal size.
<b>Organic (internal) growth</b>	Growth from within the business, such as creating and launching successful new products.
<b>Merger</b>	When two businesses of roughly equal size agree to come together to form one big business.
<b>Takeover</b>	Obtaining control of another business by buying more than 50 per cent of its share capital
<b>Flotation</b>	listing company shares on the stock market, allowing anyone to buy the shares. This means the price can fl oat freely (up and down).
<b>Public limited company (plc)</b>	A company with at least £50,000 of share capital that can advertise its shares to outsiders and is, therefore, allowed to fl oat its shares on the stock market.
<b>Globalisation</b>	The increasing tendency for countries to trade with each other and to buy global goods such as Coca Cola
<b>Imports</b>	Goods or services bought from overseas.
<b>Tariffs</b>	Taxes charged only on imports.
<b>Ethics</b>	Weighing up decisions or actions on the basis of morality, not personal gain.
<b>Environmental considerations</b>	Factors relating to 'green' issues, such as sustainability and pollution
<b>Sustainability</b>	Whether or not a resource will inevitably run out in the future; a sustainable resource will not.
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<b>Trade-Offs</b>	How having more of one thing may force you to have less of another; for example, higher ethical standards may mean less profit.
<b>Trade Blocs</b>	A group of countries that have agreed to have free trade within external tariff walls.

2.1.2 Making Marketing Decisions	
<b>Extension strategy</b>	Strategy: an attempt to prolong sales of a product for the medium to long term, to prevent it from entering its decline stage
<b>Product differentiation</b>	The extent to which consumers see your product as being distinct from its rivals.
<b>Product Life Cycle</b>	Every product goes through the same four stages of introduction, growth, maturity and decline.
<b>Sponsorship</b>	When companies pay to have a brand associated with an iconic individual or event (usually connected with sports or the arts).
<b>Branding</b>	Giving your product or service a name that helps recall and recognition, and gives a sense of personality.
<b>Distribution</b>	How ownership changes as a product goes from producer to consumer.
<b>E-tailer</b>	An electronic retailer; in other words purchasing electronically, either by e-commerce or, more likely these days, mobile commerce (m-commerce).

2.1.2 Making Marketing Decisions continued	
<b>Types of network</b>	<b>Variations of network</b>
<b>Retailer</b>	A shop or chain of shops, usually selling from a building in a high street or shopping centre.
<b>Budget</b>	A ceiling on the amount of money that can be spent.

2.1.3 Making operational decisions	
<b>Batch Production</b>	Producing a limited number of identical products
<b>Flow Production</b>	Continuous production of identical products, which gives scope for high levels of automation.
<b>Job Production</b>	One-off production of a one-off item for a single customer
<b>Productivity</b>	A measure of efficiency, usually output per person per time period
<b>Automation</b>	Using machines that can operate without people.
<b>Robots</b>	Machines that can be programmed to do tasks that can be done by humans, such as welding, spray painting and packing
<b>Buffer Stock</b>	The minimum stock level held at all times to avoid running out.
<b>Just in Time (JIT)</b>	Running the business with so little stock that new supplies have to arrive 'just in time' before they run out.
<b>Stock</b>	Items held by a firm for use or sale, for example components for manufacturing or sellable products for a retailer
<b>Logistics</b>	Ensuring that the right supplies will be ordered and delivered on time
<b>Procurement</b>	Obtaining the right supplies from the right supplier
<b>Quality Control</b>	Putting measures in place to check that the customer receives an acceptable level of quality.
<b>Customer Engagement</b>	The attempt to make a customer feel part of something rather than an outsider
<b>Post-sales service</b>	Service received after the purchase is completed, perhaps because something has gone wrong or as a way of promoting customer engagement.
<b>Product Knowledge</b>	How well staff know all the features of the products and the service issues surrounding the products