Glossary **–** You are to research the definitions of these words and then use the internet to find a sentence in which the word is used correctly.

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| **Aims** | Usage: Air India, aims to become the country's first green airline.  Definition: the long term goals of a business |
| **Accounts** | Usage:  Definition: |
| **Advertising** | Usage:  Definition: |
| **Brand** | Usage:  Definition: |
| **brand loyalty** | Usage:  Definition: |
| **business** | Usage:  Definition: |
| **business ethics** | Usage:  Definition: |
| **Budget** | Usage:  Definition: |
| **Business plan** | Usage:  Definition: | |
| **Cash** | Usage:  Definition: |
| **Debt** | Usage:  Definition: |
| **Entrepreneur** | Usage:  Definition: |
| **Equity** | Usage:  Definition: |
| **Investment** | Usage:  Definition: |
| **Factors of production** | Usage:  Definition: |
| **Market** | Usage:  Definition: | |
| **Market research** | Usage:  Definition: | |
| **Market share** | Usage:  Definition: | |
| **Profit** | Usage:  Definition: | |
| **Product** | Usage:  Definition: | |
| **Sales promotion** | Usage:  Definition: | |
| **Sales revenue** | Usage:  Definition: | |
| **Start up capital** | Usage:  Definition: | |
| **Stock** | Usage:  Definition: | |