



# Business Strategy and Marketing: Mastering the Business Lingo

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## "Mastering the Lingo: A Simplified Dive into Business Strategy and Operations"

1. **Balanced Scorecard:** A performance measure that looks at different parts of your business, not just profits, ensuring you're doing well in areas like customer satisfaction and growth.
2. **Benchmarking:** Comparing your business to others to see where you stand, like checking your test score against the class average.
3. **Blue Ocean Strategy:** Creating a new market space where there's little to no competition, rather than battling competitors in an existing industry.
4. **Business Model Canvas:** A one-page blueprint showing how your business makes money, who your customers are, and what you offer.
5. **Business Process Outsourcing (BPO):** Hiring another company to handle certain business tasks for you.

6. **Cash Flow Statement:** A record of money coming in and going out of your business.
7. **Competitive Analysis:** Studying your rivals to figure out their strengths and weaknesses.
8. **Core Competencies:** What your business does best, giving you an advantage over competitors.
9. **Corporate Social Responsibility (CSR):** Actions a business takes to be good for society, not just making money.
10. **Cost-Benefit Analysis:** Comparing the benefits of a decision to its costs to see if it's worthwhile.
11. **Customer Relationship Management (CRM):** Tools and strategies to manage and improve your relationship with customers.
12. **Diversification Strategy:** Spreading out what your business does to reduce risks, like not putting all your eggs in one basket.
13. **Economies of Scale:** The cost advantages businesses get by producing in large quantities, where the cost per item goes down as you produce more.
14. **Enterprise Resource Planning (ERP):** Software that helps businesses manage all their processes in one system.

15. **Environmental, Social, and Governance (ESG):** Business decisions based on ecological, social, and governance factors, not just profits.
16. **Five Forces Analysis:** A tool to understand the competitive forces in your industry and how they affect your business.
17. **Franchising:** Allowing others to run their own branches of your business in exchange for fees or a share of the profits.
18. **Gap Analysis:** Identifying differences between your current situation and your desired future goals.
19. **Gross Margin:** The difference between sales and the cost of goods sold, showing how much profit you're making before other expenses.
20. **Horizontal Integration:** Owning or controlling multiple businesses at the same stage of production, like a coffee company buying another coffee company.
21. **Just-In-Time (JIT):** A production method where you make products only as they are ordered to reduce waste and costs.
22. **Key Performance Indicators (KPIs):** Important numbers or metrics that show how well your business is doing.
23. **Lean Management/Operations:** Doing more with less, focusing on getting rid of things that don't add value.

24. **Market Segmentation:** Dividing your market into smaller groups based on characteristics like age or interests.
25. **Mergers & Acquisitions (M&A):** When companies combine. A merger is when they join to form a new company, and an acquisition is when one company buys another.
26. **Net Promoter Score (NPS):** A measure of how likely your customers are to recommend you to others.
27. **Opportunity Cost:** The benefits you miss out on when choosing one option over another.
28. **PESTEL Analysis:** Studying external factors (Political, Economic, Social, Technological, Environmental, Legal) that could affect your business.
29. **Porter's Value Chain:** Analyzing all the activities that add value to your business, from raw materials to customer service.
30. **Positioning:** How you want customers to perceive your brand compared to competitors.
31. **Product Lifecycle:** The stages a product goes through from introduction to decline.
32. **Return on Investment (ROI):** How much profit you make compared to how much you spent.

33. **Scalability:** The ability of your business to grow without being hampered by its structure or available resources.
34. **Six Sigma:** A set of tools and techniques to improve processes and reduce errors.
35. **Stakeholders:** Everyone affected by or interested in your business, from owners to customers.
36. **Supply Chain Management:** Ensuring everything you need to create your product flows smoothly from start to finish.
37. **SWOT Analysis:** A list that breaks down your business's Strengths, Weaknesses, Opportunities, and Threats.
38. **Total Quality Management (TQM):** A management approach centered on quality, based on the participation of an organization's members.
39. **Value Proposition:** Clearly defining what makes your business unique and what sets you apart from competitors.
40. **Vertical Integration:** Owning or controlling businesses at different stages of production, like a coffee company buying a coffee farm.
41. **Vision and Mission Statements:** Your business's purpose and where you see it in the future.

42. **Working Capital:** The money a business has available for day-to-day operations.

I hope this breakdown helps in understanding these business terminologies better!