

Enterprise TROOPERS

Primary School Competition



Upper Primary

Resource 1a: Enterprise Troopers Glossary

Word	What does it mean?
Accounts	A record of the amount of money spent and received.
Advert	An announcement that will tell people about your product or service.
Balance	The amount of money you have left to spend.
An enterprise	A business that buys and sells goods or services in order to make money.
Business Plan / Action Plan	A list of the steps you will take to make your business a success.
Competitors	People that are trying to sell similar goods to the same people.
Costs	The total amount of money you spend in the making and selling of a product or services.
Customers	The people you sell to.
Enterprise Troopers	The four characters from the national enterprise competition to remind you about the ACRO skills.
Entrepreneur	Someone who runs their own business.
Entrepreneurship	Running your own business.
Finance	Anything to do with money.
Focus group	A group of people that will test your product and tell you what they think about it.
Grant	A gift of money that does not need to be repaid.
Income	The total amount of money received in exchange for services or from the sale of products.
Launch	The moment you present your new business to the world.

Word	What does it mean?
Loan	Money that someone lends you that needs to be repaid.
Logo	A special design or symbol that represents your product.
Marketplace	Where you decide to sell your product.
Market research	When you collect information to help you understand what people want, need or buy.
Marketing	Activity that will encourage people to buy your product.
Pitch	Presenting or explaining your business idea in a few sentences.
Price	The amount of money given in payment for a product or service.
Product	The items that you create to sell.
Production	The making of your product.
Profit	The amount of money you make after you have considered all your costs.
Promotion	Anything you can do to make a product more successful.
Quality control	Checking your products are safe and good enough to sell.
Resources	Things you need to make your products or provide the service.
Sale	Selling a product or service in return for money.
Selling	Persuading people to buy your product or service.
Service	Providing something that someone might need (e.g. an activity, something to help them).
Slogan	A short phrase to advertise a product or service.
Social entrepreneur	A person who starts a business to help other people (not just make money).
Survey	A short questionnaire to find out information that can help your business.
Target audience	The people you want to sell to.
USP (Unique Selling Point)	The one thing that makes your product different to anyone else's.

