



## Fiver from Home Word Guide

Below are the meanings and some examples of the words used in the Fiver from Home workbook.

### Cost:

Costs are anything you spend money on to make your good or service.

Example – if you are making cakes your costs would be the ingredients.

### Commercial awareness:

Knowing what makes a business successful.

Example – knowing what our customers want to make sure they get it from our business.

### Competitors:

A competitor is any company that sells the same thing as you.

Example – Apple and Samsung are competitors because they both sell phones.

### Good or product:

A good or product is an object that is made by a company to be sold to customers.

Example – a chocolate bar.

### Investors:

An investor is a person or company that gives businesses money to help their business grow. If the company grows it will give the investor back their money plus a bit extra.

Example – if your family give you the £5 to start your company then they are your investors.



### Logo:

A logo is a symbol or picture that a company uses to let people know that a product or service is made by them.

Example – The Nike tick.

### Market research:

Market research is when a company asks possible customers questions to find out information that can help them improve their product, service or business.

Example – One market research question that is used is “what price would you pay for this?”.

### Profit:

Profit is the extra money you have left over once you have taken away the money spent to make your product or deliver your service. Profit is your revenue minus your costs.

Example – if the ingredients needed to make a cake cost £2 and you sell the cake for £3 then you will have £1 left. The £1 is your profit.

### Revenue:

The money you make by selling your product or service.

Example – if you sell a cake for £3 your revenue is £3.

### Sales pitch:

A sales pitch is a presentation that explains why investors should give their money to the presenter’s business.

Example – if you explain your business idea to your parents to get the £5 to start your business that is a sales pitch.



### Service:

A service involves completing some work for someone in exchange for money.

Example – a car wash.

### Slogan:

A slogan is a short phrase used by companies for advertising.

Example – McDonald's slogan is "I'm Lovin' It".

### Sustainability:

Sustainability means that we live in a way that doesn't harm the world.

Example - using fewer single use water bottles because plastics are not good for the environment.

### Target market or target customers:

Target customers or our target market is the group of people that we think will buy our goods or services.

Example - the target market for Lego is children between the ages of 1-10.

### Unique selling point (USP):

A unique selling point is something that makes your business special.

Example – a pen that lasts for longer than other pens.