

IELTS Vocabulary

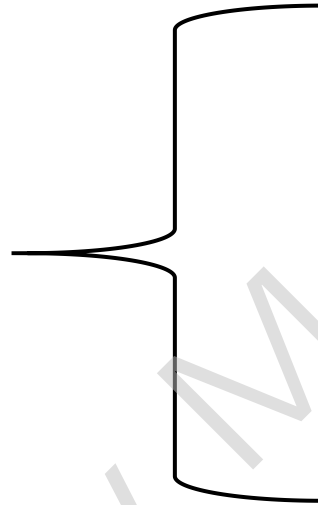
——尤梦怡 Melanie



CONTENTS



Business & Commerce



① **company structure,**

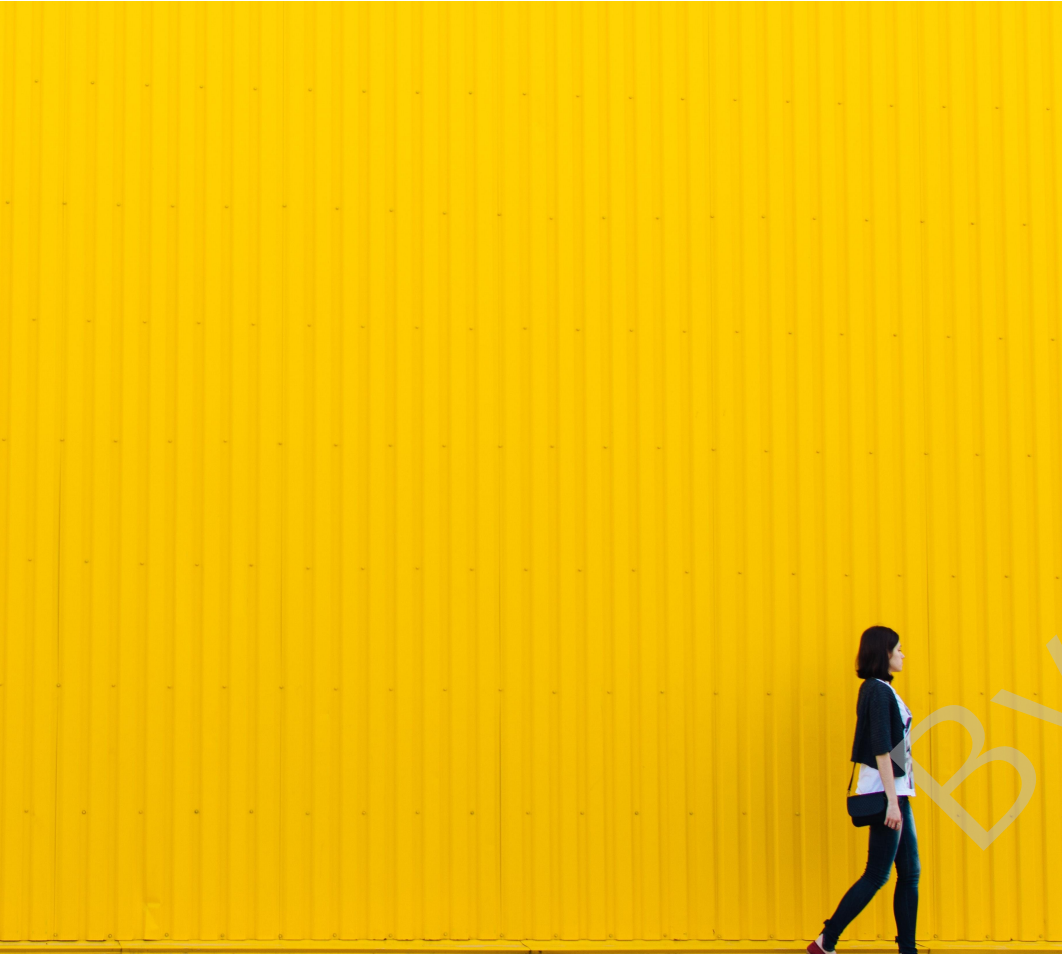
② **markets, workforce,**

③ **economic trends**



Lesson Objectives

- Improve lexical resource for a Band 6—6.5 performance, especially through collocations and topic-specific expressions.
- Apply expressions learned to IELTS Speaking Part2 & IELTS Writing Task 2



If you run a business, what matters more:

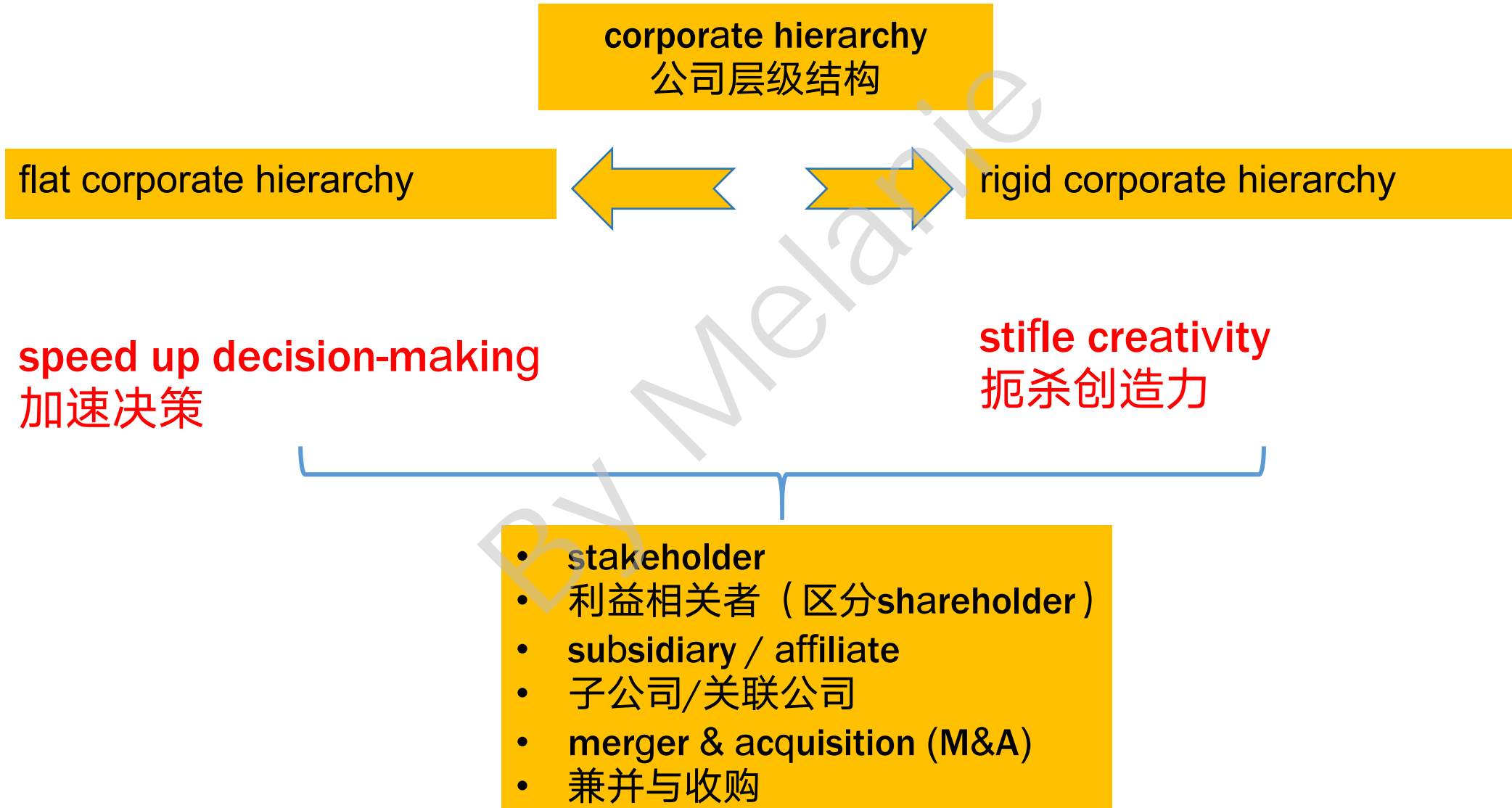
A. low price

B. strong brand

Why?

Vocabulary: Company Structure & Strategy

Imagine a big company like BYD. Does the CEO make every small decision?

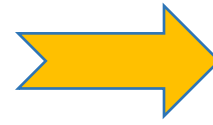


Vocabulary: Market & Competition

Why do phone brands release budget phones and flagship phones?



iPhone 17	iPhone 17 Air	iPhone 17 Pro	iPhone 17 Pro Max
256GB: \$899	256GB: \$999	256GB: \$1,099	256GB: \$1,199
512GB: \$1,099	512GB: \$1,199	512GB: \$1,299	512GB: \$1,399
		1TB: \$1,499	1TB: \$1,599



market **segmentation**
市场细分



disruptive innovation
颠覆性创新



market **saturation**
市场饱和

Vocabulary: Market & Competition



erode purchasing power
削弱购买力

capitalize on opportunities
抓住机遇

reshape the competitive landscape
重塑竞争格局

Practice :

A. Dividing customers into groups

B. A market with too many similar products

C. Using an opportunity quickly

b

a

c

a. market segmentation

b. market saturation

c. capitalize on

Vocabulary : Consumers & Branding

Why do people buy luxury bags even when cheaper ones exist?



selling identity



value proposition

价值主张

consumer mindset / psychology

消费者心态 / 心理学

brand loyalty

品牌忠诚度

Practice :

1. A clear _____ helps customers understand why they should choose your product.
2. Emotional advertising appeals to the consumer _____.

1. value proposition

2. mindset / psychology

Vocabulary : Workforce & Career Development

Job A: ¥12,000/month

Job B: ¥10,000/month + insurance + housing fund + bonus + training

Which job is more attractive? A or B?

salary = 基本工资

remuneration package =
salary + bonus + benefits + insurance + pension + perks

Vocabulary : Workforce & Career Development

Have you ever had a teacher or boss who gave you feedback once a year?

performance appraisal
绩效评估

If a company replaces half of its employees every year, is it healthy?

staff turnover
= people leaving
attrition rate
= how fast they leave
员工流动率

Vocabulary : Workforce & Career Development

If AI replaces your job, what should you do?

A. quit

B. learn new skills

upskill

→ same job, higher level 提升技能

reskill

→ new skills, new role 转岗；技能重塑

accountant → data analysis

= reskill

teacher → online teaching tools

= upskill

Vocabulary : Workforce & Career Development

Would you prefer

A. fixed schedule

B. flexible schedule

Autonomy

= control over how and when you work

自主权；自治权

Is “*one job for life*” still realistic?

Teacher + YouTuber + Consultant

portfolio career

组合式职业

Vocabulary : Workforce & Career Development

Why are there fewer women at the top level of companies?

break the **glass ceiling**
打破**无形的晋升壁垒**

Practice :

A. Autonomy

B. Glass ceiling

C. Performance appraisal

D. Portfolio career

E. Remuneration package

F. Staff turnover / Attrition rate

G. Upskilling & Reskilling

In today's competitive job market, companies must do more than simply offer a high salary. A well-designed _____ (1) that includes benefits, bonuses, and career development opportunities is often essential for attracting and retaining talent. However, financial rewards alone are not enough. Employees also expect fair and transparent _____ (2) systems that provide constructive feedback and clear promotion criteria.

When workers feel undervalued or overcontrolled, organizations may experience high _____ (3), which can be extremely costly in terms of recruitment and training. To address this issue, many firms are investing in continuous _____ (4) to help employees remain relevant in a rapidly changing economy. In addition, offering greater _____ (5) over work schedules and decision-making has been shown to improve job satisfaction.

At the same time, traditional career paths are evolving. An increasing number of professionals are choosing a _____ (6), combining multiple roles instead of relying on a single employer. Despite these changes, challenges such as the _____ (7) still prevent many capable individuals, particularly women, from reaching senior leadership positions.

Practice :

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- E (Remuneration package)
- C (Performance appraisal)
- F (Staff turnover / Attrition rate)
- G (Upskilling & Reskilling)
- A (Autonomy)
- D (Portfolio career)
- B (Glass ceiling)

Vocabulary : Economy & Sustainability

When people stop buying expensive things, what happens to the economy?

economic downturn

经济下行

fall into a **recession**

陷入经济衰退

Do you put all your money in one investment?

mitigate financial risks

mitigate potential risks

规避风险/缓解风险

allocate resources

分配资源

IELTS Speaking Part 2 practice:

Describe a person you know who runs a family business.

You should say:

Who he/she is

What the business is

What products it sells

And explain what you have learned from him/her

谁+与我的关系+性格

I'd like to talk about ____, who is ____.

He / She runs a small family business with ____.

生意类型/在哪里/经营多久等

The business is a small ____ located in ____.

It has been running for about ____ years.

核心产品（产品特点：价格/环境等）

The shop mainly sells ____.

What makes it special is ____.

工作态度/待客之道/管理模式等（结合例子）

What I've learned most from him/her is ____.

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谁+与我的关系+性格

I'd like to talk about ____, who is ____.

He / She runs a small family business with ____.

I'd like to describe my uncle, who runs a small family-owned breakfast shop in my neighborhood.

IELTS Speaking Part 2 practice:

Describe a person you know who runs a family business.

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Who he/she is

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生意类型/在哪里/经营多久等

The business is a small ____ located in ____.
It has been running for about ____ years.

The business is a simple local restaurant that my uncle started with his wife about ten years ago. It's not a large place, but it's well known among nearby residents. My uncle is mainly responsible for cooking, while other family members help with taking orders and managing the shop in the mornings.

IELTS Speaking Part 2 practice:

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核心产品（产品特点：价格/环境等）

The shop mainly sells ____.

What makes it special is ____.

The shop mainly sells traditional breakfast food, such as steamed buns, soy milk, noodles, and fried dumplings. All the food is freshly made every morning, and the prices are quite affordable, which attracts a lot of regular customers.

IELTS Speaking Part 2 practice:

Describe a person you know who runs a family business.

You should say:

Who he/she is

What the business is

What products it sells

And explain what you have learned from him/her

工作态度/待客之道/管理模式等（结合例子）
What I've learned most from him/her is ____.

What I've learned most from my uncle is his strong work ethic and sense of responsibility. He wakes up before 4 a.m. every day to prepare the ingredients, even during cold winters or busy holidays. He also treats customers with great patience and respect, always trying to remember their preferences. From him, I've learned that running a family business is not just about making money, but about building trust and maintaining long-term relationships with customers.

Sample:

I'd like to describe my uncle, who runs a small family-owned breakfast shop in my neighborhood.

The business is a simple local restaurant that my uncle started with his wife about ten years ago. It's not a large place, but it's well known among nearby residents. My uncle is mainly responsible for cooking, while other family members help with taking orders and managing the shop in the mornings.

The shop mainly sells traditional breakfast food, such as steamed buns, soy milk, noodles, and fried dumplings. All the food is freshly made every morning, and the prices are quite affordable, which attracts a lot of regular customers.

What I've learned most from my uncle is his strong work ethic and sense of responsibility. He wakes up before 4 a.m. every day to prepare the ingredients, even during cold winters or busy holidays. He also treats customers with great patience and respect, always trying to remember their preferences. From him, I've learned that running a family business is not just about making money, but about building trust and maintaining long-term relationships with customers.

Practice :

在竞争激烈的市场中，盈利能力对企业的生存至关重要。

In a highly competitive market, profitability is essential for the survival of businesses.

采取环保措施不仅有助于可持续发展，也能提升企业的公众形象。

Adopting environmentally friendly practices not only contributes to sustainable development but also enhances a company's public image.

如果企业被要求承担过多社会责任，可能会削弱其市场竞争力。

If businesses are required to take on excessive social responsibilities, their market competitiveness may be weakened.

Practice :

企业的不负责任行为可能会导致环境污染和公众信任的下降。

Irresponsible corporate behavior can lead to environmental pollution and a decline in public trust.

通过履行社会责任，企业可以与消费者建立长期的信任关系。

By fulfilling their social responsibilities, businesses can build long-term trust with consumers.

事实上，负责的商业行为往往有助于企业实现可持续发展。

In fact, responsible business practices often help companies achieve sustainable development.

IELTS Writing Task 2 practice:



Some people believe that businesses should focus solely on making profits, while others argue that they should also take responsibility for society and the environment. Discuss both views and give your opinion.

IELTS Writing Task 2 practice:

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Introduction

改写题目 (profit vs social & environmental responsibility)

简单说明文章将讨论两种观点

Body 1 — 解释利润优先的合理性

Body 2 — 解释社会责任的必要性

Conclusion

重申观点

强调长期利益

IELTS Writing Task 2 practice:

Some people believe that businesses should focus solely on making profits, while others argue that they should also take responsibility for society and the environment. Discuss both views and give your opinion.

Introduction

改写题目 (**profit vs social & environmental responsibility**)

简单说明文章将讨论两种观点

Some people believe that the primary purpose of businesses is to make profits, while others argue that companies should also take responsibility for society and the environment. This essay will discuss both views before presenting my own opinion.

IELTS Writing Task 2 practice:

Some people believe that businesses should focus solely on making profits, while others argue that they should also take responsibility for society and the environment. Discuss both views and give your opinion.

Body 1 — 解释利润优先的合理性

On the one hand, supporters of profit-focused businesses argue that earning profits is essential for survival in a competitive market. Without sufficient profits, companies may struggle to operate, invest in innovation, or create employment opportunities. In addition, profitable businesses contribute to economic growth by paying taxes and providing jobs, which indirectly benefits society as a whole. From this perspective, forcing companies to prioritize social or environmental responsibilities may reduce their efficiency and competitiveness.

IELTS Writing Task 2 practice:

Some people believe that businesses should focus solely on making profits, while others argue that they should also take responsibility for society and the environment. Discuss both views and give your opinion.

Body 2 —解释社会责任的必要性

On the other hand, many people believe that businesses should not focus solely on financial gains. Large companies, in particular, have a significant impact on the environment and local communities. If they ignore social and environmental responsibilities, issues such as pollution and poor working conditions may arise. Moreover, adopting responsible business practices can improve a company's public image and build long-term trust with consumers, which is beneficial for sustainable development.

IELTS Writing Task 2 practice:

Some people believe that businesses should focus solely on making profits, while others argue that they should also take responsibility for society and the environment. Discuss both views and give your opinion.

Conclusion

重申观点

强调长期利益

In my opinion, while making profits is necessary, businesses should strike a balance between profitability and social responsibility. In the long run, companies that care about society and the environment are more likely to achieve stable growth and earn public support. Therefore, a balanced approach is more beneficial not only for businesses themselves but also for society as a whole.

THANKS

By Melasie

