

Name:

Date:

Class:

Lesson 8.2

Build Your Vocabulary

As you progress through this text, develop a personal glossary of key terms. This will help you build your vocabulary and prepare you for a career. Write a definition for each of the following terms and add them to your personal glossary.

- competition
Definition:

- competitive advantage
Definition:

- competitive analysis
Definition:

- direct competitors
Definition:

- indirect competitors
Definition:

- market potential
Definition:

- market share
Definition:

- market size

Definition:

- nonprice competition

Definition:

- price competition

Definition:

- sales analysis

Definition:

- sales forecast

Definition:

- unique selling proposition (USP)

Definition: