

Business Idioms 1



INTERNET ENGLISH SCHOOL

USEFUL WORDS

Idioms = A group of words with a special meaning different from each individual word.

CEO = Chief Executive Officer

COO = Chief Operating Officer

CFO = Chief Financial Officer

Abandon = to leave alone or give up on

Altogether = Completely

Conjugate = to change a verb to

to go to the wall = to go bankrupt

We have no other option but to... = we can only do this

ABOUT

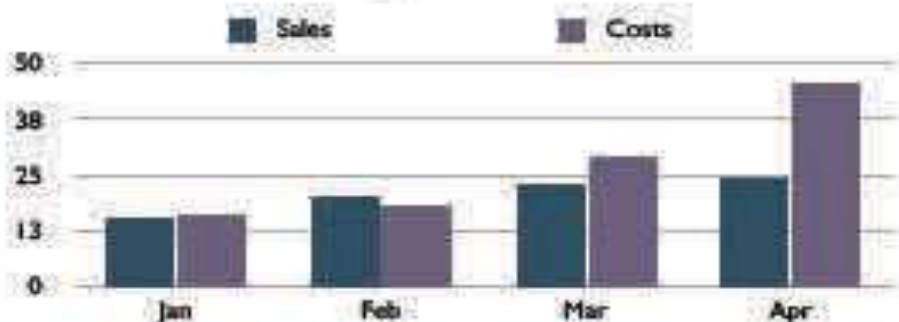
Audio and extra exercises can be found at:
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Answers to the exercises are on the last page.

Business Idioms

Pulling the plug on a product

The CEO is discussing profit figures with the CFO as shown in the bar chart below. How do you think they are doing? Read the conversation below to see if you are correct.



A: How is the latest sales report?

B: Not good I'm afraid. We're _____.

A: We're making a loss? How is that possible?

B: If you have a look at this graph, you'll see costs for the XR2 product recall have _____. If this continues, the company is in danger of _____.

A: Well, it's _____ so we need to act now.

B: What do you suggest?

A: We have no other option but to _____ on the XR2.

B: We can't abandon the project altogether.

A: It's the only way to _____.

Exercise 1

Fill the blanks with the correct idioms below. You may need to conjugate the verbs.

- a) to pull the plug
- b) to go under
- c) to be in the red

- d) to go through the roof
- e) to turn the business around
- f) crunch time

Exercise 2

Match the idioms on the left to their meanings on the right.

- | | |
|--------------------------------|--------------------------------------|
| a) to pull the plug | 1) to go bankrupt |
| b) to go under | 2) to make an important decision |
| c) to be in the red | 3) to save a business from bad sales |
| d) to go through the roof | 4) to abandon something (give up) |
| e) to turn the business around | 5) to increase dramatically |
| f) crunch time | 6) to be making a loss |

Exercise 3

Read the conversation again and use the phrases on the right to complete the sentences.

Exercise 4

Use the idioms on the left in exercise 2 to complete the following sentences.

- After record losses the company _____.
- Thanks to a great advertising campaign, sales _____.
- This is the most important decision in the company's history, it's _____.
- Last month, we were _____ but this month we are in the black.
- Zorc corporation hired a new CEO to save it from bankruptcy and _____.
- The project was a disaster so they decided to _____ on it.

Exercise 5

Complete the sentences below.

- We have no other option but to _____.
- If you look at this graph you'll see _____.
- Because of _____ the company's profits went through the roof.
- To turn the business around we'll have to _____.
- The company was in the red because _____.
- Due to a lack of funding they had to pull the plug on _____.
- Their profits went through the roof however _____.
- His first company went under however _____.
- It's crunch time, we have to _____.
- We may have to abandon _____.

