

Business learners say:



Successful business people say:



Money

Choose the correct term: **REVENUE/COSTS/PROFIT/CASH FLOW/**

Waste of time/lose money

**Time could be spent more effectively.....**

**This will increase costs** (and reduce profits)

*Try and be specific about costs – labour/recruitment/advertising*

They will make more money

**This will generate more revenue/sales**

This is risky

**This may lead to....Although there is a chance of failure the benefits will be.....**

**This is a high risk strategy**

*Remember **EVERY BUSINESS DECISION IS A RISK** – you have to decide which decision will lead to greatest benefit or greatest chance of success*

The advantages are more than the disadvantages

**Although \_\_\_\_\_ he/she should \_\_\_\_\_ as this will lead to \_\_\_\_\_**

Guaranteed success

**This will increase the probability of success/more likely to be successful**

*(success is never guaranteed in the world of Cambridge business)*