

Vocab for Unit 1 – Brands

market segment	upmarket
low-cost market	revenue/earnings
down-market	factory/plant
flagship store	headquarters
brand image	brand stretching
line extension	to develop brand awareness
brand-conscious	price-conscious
market share	luxury brand
target market	durable
reliable	good value for money
make	inexpensive vs cheaply-made
label	model
to launch	to reposition
to outsource	to promote
lifecycle of a product	to expand a product range
USP (unique selling proposition)	FMCG (fast-moving consumer goods)
profit margin (net and gross)	shrinking market