**U nastavku ćete pronaći odgovore na moguća pitanja u vezi sa ključnim rečima poslovnog engleskog jezika.**

**I wish you good luck, use all your knowledge!**

1. Who is at the top of a company? (Ko se nalazi na vrhu kompanije?):

At the top of a company hierarchy is The Board (of Directors). *New Insights into Business* pg. 4

1. Which departments in a company do you know? (Koje sektore u okviru kompanije poznaješ?):

Some of the various departments within the company are: Research and Development, R & D; Marketing, Public Relations, Information Technology, IT; Personnel or Human Resources, Finance, Production etc. (*New Insights into Business* pg. 4)

1. What can companies do when they want to recruit people? (Šta kompanije treba da učine kada žele da regrutuju radnu snagu?)

When a company wants to recruit people, it may decide to advertise the job or position in the appointments section of a newspaper. (*New Insights into Business* pg. 14)

1. Name as many as possible retail outlets that you know. (Nabrojte što više prodajnih mesta – outlet-a koje znate).

Answer (**optional**). *New Insights into Business* pg. 25

Definicija “retail outlet” Collins Dictionary dostupno na: <http://www.collinsdictionary.com/dictionary/english/retail-outlet>

1. What are advantages and disadvantages of a franchise system for a franchisor/franchisee?(Koje su prednosti i mane franšiznog sistema poslovanja za prodavca/kupca licence?)(*New Insights into Business* pg. 34)

**Advantages** of a franchise system for FRANCHISEE (prednosti franšiznog poslovanja za onoga koji KUPUJE LICENCU): S/he uses a franchisor’s established system or format. (Koristi se već utvrđen sistem ili format poslovanja). **In addition**, the franchisor provides an operations manual which contains all the information that the franchisee needs. (Kao dodatak svemu, prodavac licence obezbeđuje uputstvo za rad koje sadrži sve informacije koje su potrebne kupcu licence).

**Advantages** of a franchise system for FRANCHISOR(prednosti franšiznog poslovanja za onoga koji PRODAJE LICENCU):Selling the right to operate a business is a source of income (front end fee; advertising fee; management services fee). Selling the right to operate a business in a particular area provides an opportunity to expand his/her business.

**Disadvantages** of a franchise system for FRANCHISEE (nedostaci franšiznog poslovanja za onoga koji KUPUJE LICENCU): Franchisee needs to pay an initial sum of money (franchise fee or front and fee) to the franchisor for the services provided. (Kupac licence treba da plati onome koji licencu prodaje inicijalnu sumu novca za pružene usluge). Running a franchise requires hard-work. (Vođenje franšiznog biznisa zahteva naporan rad). Some conflicts / disagreements may arise. (Mogu nastati konflikti / neslaganja).

**Disadvantages** of a franchise system for FRANCHISOR (nedostaci franšiznog poslovanja za onoga koji PRODAJE LICENCU): A lack of control over franchisees (nedostatak kontrole nad onima koji su kupili licencu). By allowing other businesses to use their name, franchisors may lose reputation (moguć je gubitak reputacije, jer se drugi koriste imenom njihove kompanije). This is not as quick a method of growth as mergers or acquisitions (ovo nije tako uspešan metod rasta poslovanja kao merdžeri ili akvizicije, uporedi Unit 6, Banking, definicije merdžera i akvizicija). (*New Insights into Business* pg. 34)