BUSINESS TERMS AND DEFINITIONS

Business terms defined in a South African business context

1. **Entrepreneurship** – The process of designing, launching, and managing a business venture with the aim of generating profit while assuming financial risks.
2. **Business Model** – A strategic framework outlining how a business creates, delivers, and captures value to generate revenue and sustain profitability.
3. **Revenue Streams** – The various sources from which a business earns income, including product sales, service fees, subscriptions, and advertising.
4. **Market Analysis** – A comprehensive assessment of a market to understand demand, competition, consumer behaviour, and industry trends.
5. **Value Proposition** – The unique value a business offers to its customers, distinguishing it from competitors and addressing specific needs.
6. **Scalability** – The capacity of a business to expand operations, increase revenue, and handle growing demand without a proportional rise in costs.
7. **Competitive Advantage** – The distinct strengths or attributes that enable a business to outperform its competitors.
8. **Target Market** – A defined group of potential customers that a business aims to serve with its products or services.
9. **Profitability** – The financial success of a business, determined by its ability to generate more revenue than expenses.
10. **Investment** – The allocation of financial resources to a business with the expectation of achieving future returns.
11. **Sustainability (in a business sense)** – The ability of a business to maintain long-term operations and growth while considering environmental, social, and economic impacts.
12. **Intellectual Property** – Legal rights protecting original creations, including patents, copyrights, trademarks, and trade secrets.
13. **Equity** – Ownership interest in a business, often represented by shares or stock.
14. **Stakeholders** – Individuals or entities affected by a business's activities, including customers, employees, investors, suppliers, and regulators.
15. **Funding Sources** – The different ways businesses secure financial resources, such as grants, loans, venture capital, or private investment.
16. **Monetisation Strategy** – The approach a business takes to generate revenue from its products or services.
17. **Customer Acquisition** – The process of attracting, engaging, and converting new customers to a business.
18. **Operational Plan** – A structured strategy outlining the day-to-day activities and processes required for a business to function effectively and achieve its objectives.

19. **Business Viability** – The likelihood of a business achieving long-term success based on financial, operational, and market factors.
20. **Financial Projections** – Forecasts of a business's future revenue, expenses, and profitability based on data and market trends.
21. **Entrepreneurial Activity** – Any initiative undertaken to develop, launch, or manage a business venture.
22. **Revenue Model** – A detailed plan outlining how a business generates income through various revenue streams.
23. **Market Differentiation** – The strategic approach a business employs to distinguish itself from competitors by offering unique products, services, or value propositions.
24. **Customer Segmentation** – The practice of dividing a market into distinct customer groups based on shared characteristics to optimise marketing and sales efforts.
25. **Stakeholder Engagement** – The process of interacting and building relationships with key stakeholders to ensure business sustainability and success.
26. **Equity Financing** – Raising capital by selling ownership shares in a company to investors.
27. **Bootstrapping** – Funding a business using personal savings or reinvesting profits without relying on external investment.
28. **Risk Management** – The process of identifying, assessing, and mitigating risks that could impact a business's performance and stability.
29. **Value Chain** – The series of activities involved in creating, delivering, and adding value to a product or service from raw materials to the end consumer.
30. **Incubation Programme** – A structured support system designed to help startups grow by providing mentorship, resources, and funding.
31. **Social Impact** – The positive effect a business has on society, including contributions to economic development, environmental sustainability, and community well-being.
32. **Barriers to Market Entry** – Obstacles that make it difficult for new businesses to enter a market, such as high start-up costs, existing competition, and regulatory requirements like licensing.
33. **Business Entity Name** – The registered legal name under which a business operates and identifies itself.
34. **Business Entity** – A legally recognised organisation that conducts business activities, such as a private company, sole proprietorship, partnership, or corporation.
35. **Business Industry** – A broad category encompassing multiple related sectors, typically defined by the nature of the goods or services provided.
36. **Business Product and Services** – The tangible goods or intangible services a business offers to customers, including consulting, manufacturing, and digital solutions.
37. **Business Scaling** – The process of expanding a business's operations, customer base, and revenue while maintaining or improving efficiency.
38. **Competitor** – A business that provides similar products or services within the same

market.

39. **Consumer** – An individual who purchases and utilises products or services.
40. **Core Offerings** – The primary products or services that define a business and form the foundation of its value proposition.
41. **Customer Base** – The group of individuals or organisations that regularly purchase a business's products or services.
42. **Customer** – An individual or entity that buys or uses a business's products or services.
43. **Distinct Features** – Unique attributes or characteristics of a product or service that differentiate it from competitors in the market.
44. **Entrepreneur** – An individual who initiates and manages a business, assuming financial risks in pursuit of profit.
45. **Ideation** – The process of brainstorming, generating, and developing new business, product, or service ideas.
46. **Market** – A group of potential customers who share similar needs and are willing to pay for specific products or services.
47. **Marketing and Sales Strategy** – A business's plan for attracting and retaining customers, increasing revenue, and expanding its market presence through advertising, promotions, and distribution channels.
48. **Operating Business** – A business that is actively providing products or services to customers.
49. **Operational** – The daily activities and processes that enable a business to deliver its products or services efficiently.
50. **Permanent Jobs** – Employment positions that offer long-term job security, regular salaries, and benefits.
51. **Probable Outputs** – The anticipated results of a business venture, including revenue, profit, and market expansion.
52. **Product Replicable** – A product that can be easily reproduced or copied by competitors.
53. **Profit** – The financial gain a business achieves after deducting all expenses from its revenue.
54. **Registered Business** – A business that has been formally registered with the relevant authorities in its country of operation.
55. **Revenue** – The total income a business earns from selling its products or services before expenses are deducted.
56. **Sector** – A defined segment of economic activity that includes businesses operating within a specific industry or market environment.
57. **Temporary Employment** – Job positions offered for a limited period or specific projects, often without long-term benefits.
58. **Turnover** – The total revenue a business generates from sales within a specified period.

Business Terms in the Investment Requirements Section

59. **Copyright** – A legal right that grants creators exclusive control over the reproduction, distribution, and sale of their original literary, artistic, or creative works.
60. **Funding** – Financial resources provided to a business to support its start-up, operations, or expansion.
61. **Patent** – A legal right granted to an inventor, providing exclusive authority to use, manufacture, and sell an invention for a specified period.