

## LEXICAL MATERIAL (the 3-d term).

**Topics: Great Idea, Stress, Entertaining, Marketing.**

Interact, fill a gap, meet a need, out of the blue, unfulfilled need, satisfy consumer demand, identify a problem, investigate causes of stress, assessment, hotspots, prevent stress, reduce stress, vulnerable, in terms of corporate entertainment, venue, hone, impact, confuse, memorable experience, reasonable prices, thrill, it will set you back, catch the imagination of the clients, cost effective, look out for new ideas, take advantage, raise status, enter a market, extend a product range, make a breakthrough, reduce waste, in response to, range from ... to, if all goes to plan, diversification, competitiveness, availability, revenue, cope with stress, deal with stress, manage stress, once-in-a-life experience, rat race, make a gaffe, loan, an account, an overdraft, interest, savings, downshifting, life balance, minefield, workload, aspiration, capture the spirit, genuinely, a stress counsellor, market research, market segment, market share, consumer profile, product launch, product range, sales forecast, product life cycle, product target, advertising campaign, passionate curiosity for the customer, strong business sense, distinguish from, long lasting, affect, match the consumer needs, instinctive understanding, marketing strategy, confine, come up with, fancy(cute) name, a lever, customer solution, customer cost, customer helpline, marketing mix, physical evidence, marketing saturation, high-priced, low-priced, discounting, undercut, dumping, target market, money spinner, loss leader, market growth rate, market position, product mix, penetrate, disposable income, upmarket, rebrand, shift, regain.