

Business-Related Words

Abbreviation Meaning

B2B	Business to Business	
B2C	Business to Consumer	
CEO	Chief Executive Officer	
CFO	Chief Financial Officer	
COO	Chief Operating Officer	
CRM	Customer Relationship Management	
ERP	Enterprise Resource Planning	
HR	Human Resources	
KPI	Key Performance Indicator	
NDA	Non-Disclosure Agreement	
ROI	Return on Investment	
SaaS	Software as a Service	
SMB	Small and Medium-sized Business	
SME	Subject Matter Expert	
SWOT	Strengths, Weaknesses, Opportunities, Threats	

Business-Related Words

Abbreviation Meaning



AP Accounts Payable

AR Accounts Receivable

COGS Cost of Goods Sold

EBITDA Earnings Before Interest, Taxes, Depreciation, and Amortization

EPS Earnings Per Share

GAAP Generally Accepted Accounting Principles

IFRS International Financial Reporting Standards

IPO Initial Public Offering

P&L Profit and Loss

ROA Return on Assets

ROE Return on Equity

WACC Weighted Average Cost of Capital



Business-Related Words

Abbreviation Meaning

AML	Anti-Money Laundering
BSA	Bank Secrecy Act
GDPR	General Data Protection Regulation
IP	Intellectual Property
LLC	Limited Liability Company
M&A	Mergers and Acquisitions
SEC	Securities and Exchange Commission
T&C	Terms and Conditions
UCC	Uniform Commercial Code



Business-Related Words

Abbreviation Meaning

BANT	Budget, Authority, Need, Timing
BR	Bounce Rate
CAC	Customer Acquisition Cost
CLV	Customer Lifetime Value
CPC	Cost Per Click
CPL	Cost Per Lead
CRM	Customer Relationship Management
CTA	Call to Action
CTR	Click-Through Rate
PPC	Pay Per Click
SEM	Search Engine Marketing
SEO	Search Engine Optimization
USP	Unique Selling Proposition

