Korean Food Restaurant

Business Glossary

Version <1.0>

Revision History

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Business Glossary

# Introduction

This document will present some typical terms in business, strategy, which is related with manage website

We have written the definitions in a way that is easiest to understand and convenient for referencing.

## Purpose

This glossary will explain the terms used in the design web and manage website. Also, it will help you better understand about our project.

## Scope

This glossary will explain the terms used in design and manage website. However, this can be used for external as a reference not just for the team members, but also our customers

## Overview

In the part below, we will provide you some glossaries. If you have any concern, feel free to contact us.

# Definitions

## Empty state

## A specific status of a website or app when there is not any content on a particular page, however design elements are already in place. This section is for the shopping cart

## Contrast

A design technique that emphasizes the difference between elements having different roles or meanings.

Using additional colors (the opposite of the color wheel) is the most famous way to express contrast, however, it different with the image from the shape, style, typeface, or layout of the page elements.

## CRO (Conversion Rate optimization) –

## Optimize conversion rate, turn website visitors into potential customers (able to make purchase decision).

## For example: 100 customers visit the website but only 5 people make the purchase decision (order, pick up the phone purchase) the conversion rate is 5%.

## Conversion rate depends on a number of factors such as:

## - The level of professional website.

## - The price of the product or service on your website compared to your competitors.

## - Brand of the company.

## - Professional in consulting, customer care

## Cost of Goods

## The direct costs involved in producing a product or service which usually includes labor and materials.

## Cash Based Accounting

An accounting method that enters income and expenses into the books at the time when payment is received or expenses incurred.

## Push Promotional Strategy

A process of maximizing the use of all available channels of distribution to product or service into the marketplace. This usually requires generous discounts to achieve the objective of giving the channels incentive to promote the product or service, thus minimizing your need for advertising.

**2.7 PR (Page Rank):**

The rating of the site is ranked by Google from 0 to 10. The higher the PR rating, the higher the reputation of the website. Google PR ratings for website depend on the number and quality of backlinks pointing to the site.