

# GLOSSARY



## Understanding Business

With Eddie Davila

Use these terms and definitions below to understand concepts taught in the course.

**Transcript Search:** note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
<b>brand</b>	The “personality” of the company
<b>cost</b>	The amount of money it takes to keep a business running every day
<b>profit</b>	The amount of money left over after a company pays all its bills
<b>revenue</b>	The amount of money collected from customers
<b>ROI</b>	The return on investment; calculated by dividing the profit gained by how much was invested in a particular venture, which provides a percentage that represents how much you grew the initial investment
<b>supply chain</b>	The team responsible for buying, making, and moving the essential items to keep up the physical side of the business
<b>three flows</b>	The money, materials, and information necessary to keep a company running