

Name

Date

# Entrepreneurship Vocabulary

## Words You Need to Know:

**Competitor** a business that competes with another business in selling goods or services

**Entrepreneurship** starting and owning your own business

**Envision** to imagine something

**Profit Potential** the ability of a product to earn more money than the cost of making the product

**Sacrifices** things a person has to give up in order to have other things

**Target Market** a specific group of customers that a company wants to buy its goods or services

**Testimonial** a verbal or written endorsement of a product or service