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WAR IDIOMS IN BUSINESS

For some people doing business is the same as waging a war, therefore in business language one can find many expressions taken from the army and war.

Some of the examples are the following:

• **'minefield'**

Example: The angry workers have decided to go on strike, and if someone wants to take over that company, they'll be stepping into a minefield.

• **'don't give up without a fight'**

Example: We're not going to sit and watch our competition take over the market- we are not giving up without a fight.

• **'reinforce'** your marketing position

Example: Our sales team is doing badly against the competition. We may need to reinforce the team with some new recruits.

• **'gain ground'** on your competition.

Example: The company has gained ground in the French market. They now have a 25% market share, compared with just 9% last year.

• **'keep your head down'**

Example: When my boss is angry, I tend to keep my head down until he's in better mood.

• **'join forces'** with another company

Example: They've decided to join forces with a local company and set up a joint venture.

• **'set your sights on'** an objective

Example: He's set his sights on buying our company and nothing will stop him from doing it.

• **set 'targets'**

Example: Their target this year is to increase sales by 15%.

• **'capture'** a larger share of a market

Example: If we want to increase our profit, we need to capture more of the youth market.

• **'casualties' (when some businesses fail due to poor economy)**

Example: Many businesses have become casualties of the last recession.

• **have a 'battle' over** something

Example: At the beginning of every financial year, our Accounts and Marketing have a big battle over the advertising budget.

• to be **'bombarded'** with something

Example: Every Monday we are bombarded with our customers' enquiries.

1. Put the words in the correct order.

a) up / without / a / intend / I / give / don't / to / fight _____

b) reinforce / we / market / position / our / need / to _____

c) a / forces / joined / local / we've / company / with _____

d) enquires / bombarded / telephone / been / with / they've _____

e) market / set / becoming / we've / leader / on / sights/ our _____

f) battle / the / a / real / going / departments / between / There's / on _____

Key: a) I don't intend to give up without a fight, b) We need to reinforce our market position, c) We've been joined forces with a local company, d) They've been bombarded with telephone enquiries, e) We've set our sights on becoming market leader, f) There's a real battle going on between the departments.

2. Complete the sentences with the words from the list.

casualties targets gaining ground battle capture head minefield

a) Our company needs to _____ more of this market.

b) I'm afraid Susan will be one of the _____ of the next round of job cuts.

c) The _____ they set are impossible to reach.

d) If they want to become market leader, they'll have a real _____ on their hands.

e) The boss is furious today- I advise you to keep your _____ down.

f) Industrial relations in their company are a real _____.

g) Our sales team is _____ on our competition in some markets.

Key: a) capture, b) casualties, c) targets, d) battle, e) head, f) minefield, g) gaining ground

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