



Myt PLC May 2025

Main Terms & Definitions from the pre-released part of the case study

Useful tips:

1. In the exams you may be asked to define some terms. Although these are 2-mark questions, they may make a difference in your final grade
2. The terms are a good starting point for revision of theory and better understanding the case study
3. By studying also, the definitions, you enrich your business vocabulary and thus improve your long answers by being more specific

Publicly held company: A business that is legally separate from its owners and whose shares are traded on a stock exchange. Shareholders have limited liability, and the company is required to publish its financial accounts.

Multinational company: A business that operates in multiple countries, usually with headquarters in one country and subsidiaries or operations in others. MNCs benefit from economies of scale and global market reach.

Internal growth: The expansion of a business using its own resources, rather than merging or acquiring other businesses.

External growth: The expansion of a business through mergers, acquisitions, or strategic alliances with other companies, allowing for expansion beyond organic growth.

Product portfolio: The range of products or services that a business offers (often analyzed using tools like the Boston Consulting Group (BCG) matrix)

Promotion: the activities that communicate the product and its benefits to targeted customers and persuade them to buy.

Diversification: A business strategy involving the expansion into new markets and products.

Take over: The acquisition of one company by another, either through a friendly agreement or a hostile bid where the acquiring company gains control by purchasing the majority of shares.

Advertising: – A form of promotion that involves paid communication through media channels (e.g., television, social media, print) to inform and persuade consumers about a product or brand.

Corporate Social Responsibility (CSR): when a business considers the interest of society and takes responsibility for the impact of its business decisions and actions on many stakeholders.