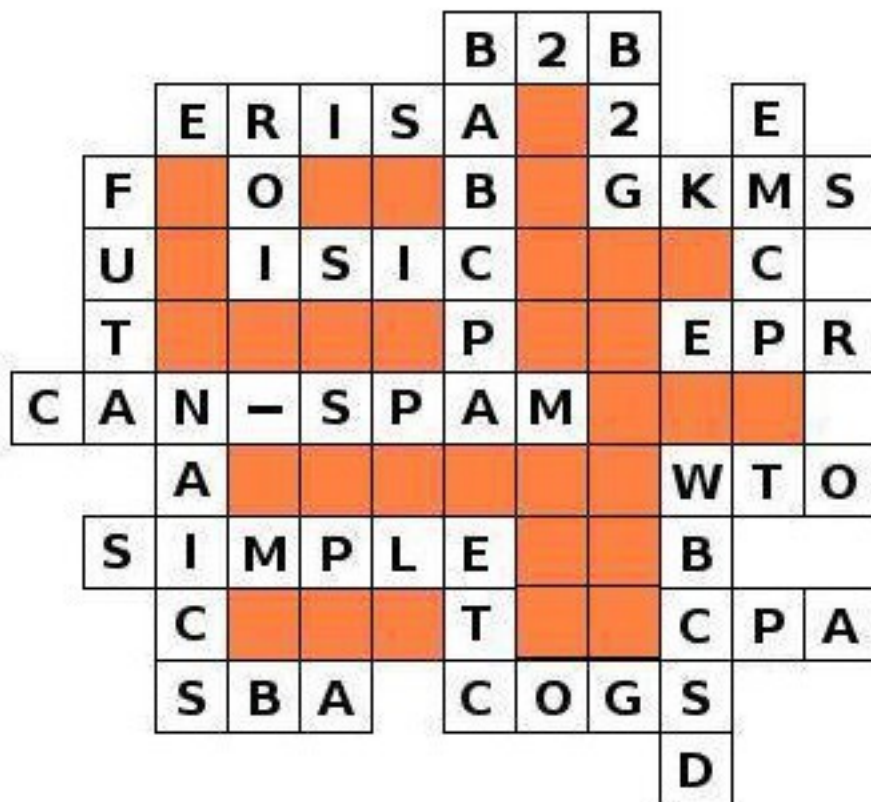


Frequently and less frequently used acronyms and abbreviations in the world of small businesses and entrepreneurs

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Axeleratio: www.axeleratio.com/ip/business/small/solopreneur_acronyms_abbreviations.pdf

Latintos: golatintos.blogspot.com/2013/04/abbreviations-and-acronyms-in-business.html

About the author	Author's network and places
<p>Axel Drefahl is a chemist and cheminformatician. He is interested in the virtual exploration of chemical space in context with sustainable and cost-efficient design of advanced materials. Towards this goal, Axel is implementing web services capable of task-specific navigation through combinatorial libraries and chemical-property archives by employing XML-tuned software and also his CurlySMILES method. While seeking a fitting business model, he is interested in start-up planning and small business challenges. This document is a result of his entrepreneurial learning and research, which he likes to share in the hope that it may be helpful to others. He always welcomes inspiring questions and professional advice.</p>	<p>Professional: ResearchGate Linkedin Axeleratio</p> <p>Social: Google+ @TravelingAhead @latintos @axeleratio</p> <p>Visual: Pinterest</p> <p>Blogospherical:</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Latintos</p> </div> <div style="text-align: center;">  <p>Trailing Ahead</p> </div> </div>

About this document

This document is a dictionary and web directory for frequently and less frequently used acronyms and abbreviations. Each entry herein explains a short-term relevant to entrepreneurs, business owners and anybody else interested in the world of trading, services, enterprises, regulations, legislation and networking activities. The purpose is to briefly describe the abbreviations and additionally provide quick links to documents and websites, which I have found useful for further study and insight.

The short-terms are ordered alphabetically. Each entry contains the short form in boldface, followed by the spelt-out term or phrase, which then is followed by a description—mostly glossary-style. The brief descriptive text is meant to be an entry-point to the subject. No attempt has been made to provide all details. But the included links will connect you with references, definitions, introductory texts, and a variety of helpful resources.

I owe a huge debt of gratitude to the “NXLEVEL® GUIDE for Entrepreneurs” [1]. This comprehensive handbook explains many of the short-terms listed herein and applies them within solopreneur and small-business contexts. Some of these terms I frequently found used in other informative and fascinating books, expanding and rethinking concepts in business and marketing strategies [2-6]. Selected ideas are reflected in the descriptions presented herein. Both terms and links have been chosen subjectively. New entries will be added in future updates. I did cross-check acronyms with online tools such as *The Free Dictionary* (www.acronymfinder.com). Typically, an acronym definition was found; but further, non-advertizing context was often missing.

Readers of this document may notice a dominance of Wikipedia links. Although Wikipedia articles may change over time and some open with an indication that they “have multiple issues,” they usually contain relevant notes, references and internal as well as external links. Depending on the subject, an invaluable right-side column may be present that organizes factual information—often additionally verified.

Dictionary and directory

Ad. Advertizement or Advertisement. The short form is typically used in Internet lingo and appears, for example, in the names of Google's advertizement programs AdSense and AdWords.

ADR. Alternative dispute resolution. An approach for disagreeing parties to come to an agreement short of litigation by using negotiation, mediation and arbitration techniques.

Cornell University Law School: www.law.cornell.edu/wex/alternative_dispute_resolution.

Global Legal Resources: www.hg.org/adr.html.

Wikipedia: [Alternative_dispute_resolution](#).

Asap. As soon as possible (pronounced by spelling out the letters or as a word). An acronym with military origin ([The Phrase Finder](#)), now used in all kinds of emergency demanding communications—in business as well as in private contexts.

B2B. Business-to-business. The exchange of products, services or information between businesses rather than between businesses and consumers ([SearchCIO](#)).

Wikipedia: [Business-to-business](#).

B2C. Business-to-consumer. An Internet and electronic commerce (e-commerce) model that denotes a financial transaction or online sale between a business and consumer ([Techopedia](#)).

B2G. Business-to-government. A business model that refers to businesses selling products, services or information to governments or government agencies ([Techopedia](#)).

Wikipedia: [Business-to-government](#).

BABCPA. Bankruptcy Abuse Prevention and Consumer Protection Act. A legislative act with the purpose to make it more difficult for businesses to qualify for chapter 7 bankruptcy by more closely examining the filer's ability to repay their debts ([Investopedia](#)). This legislation was enacted by President George W. Bush in April of 2005, revising the bankruptcy code for cases filed on or after October 17, 2005.

Wikipedia: [Bankruptcy_Abuse_Prevention_and_Consumer_Protection_Act](#).

BALLE. Business Alliance for Local Living Economies (bealocalist.org). A network of green businesses committed to building local economies and transforming the community economic development by connecting entrepreneurs, investors and network organizers.

BATNA. Best Alternative to a Negotiated Agreement. A course of action to be taken after failing talks with the result that an agreement cannot be reached.

Investopedia: [Defintion of BATNA](#).

The Negotiation Experts: [BATNA – Best Alternative](#).

Wikipedia: [Best_alternative_to_a_negotiated_agreement](#).

Blog. Weblog. An online journal that is usually devoted to a particular subject or point of view. Some companies have started their own blog to keep customers and partners informed about products, services, changes and trends related to their business.

BOB. Business owners' policy. An off-the-shelf insurance policy designed for small to midsize businesses to protect them from all major property and liability risks in one package.

Investopedia: www.investopedia.com/terms/business-owners-policy.asp.

C-TPAT. Customs-Trade Partnership Against Terrorism. A voluntary initiative led by U.S. Customs and Border Protection and intended to improve supply chain and border security.

Wikipedia: [Customs-Trade Partnership Against Terrorism](#).

CAIP. Community Adjustment and Investment Program. A U.S. loan program created in 1993 to help communities that suffered significant job losses as a result of the North American Free Trade Agreement (NAFTA).

SBA: [CAIP](#).

CAN-SPAM. Controlling the Assault of Non-Solicited Pornography and Marketing Act. The CAN-SPAM Act of 2003 sets forth U.S. national standards and legal requirements for businesses that send e-mail for the purpose of advertizing.

Compliance Guide for Business: [bus61-can-spam-act-compliance-guide-business](#).

Wikipedia: [CAN-SPAM Act of 2003](#).

CAO, CEO, CFO, CIO, COO and CTO. Acronyms for chief managing positions explained at golatintos.blogspot.com/2009/07/acronyms-ceo-cfo-cio-coo-and-cto.html.

CCR. Central Contractor Registration. A database, maintained by the U.S. Government, registering companies who want to do business with the government.

SBA: Obtain a D-U-N-S Number and [Register for Government Contracting](#).

Wikipedia: [Central Contractor Registration](#).

CDC. Certified Development Company. A nonprofit organization that works with the SBA and private sector lenders to provide financing to small businesses.

U.S. Department of the Treasury: [SBA CDC/504 Loan Program](#).

Michigan Economic Development Corporation: [SBA CDC Loans](#).

CDLF. Community Development Loan Fund. Intended to aid with community renewal, by promoting business growth and economic independence in disadvantaged communities.

U.S. Department of the Treasury: [Overview-for-CDLFs](#).

Cleantech, also written **CleanTech**. Clean technology. A technology concept advancing the goal of cleaner, safer, more efficient products and processes, and also promoting the establishment of environmentally responsible businesses. Cleantech commitments include innovative approaches such as the incorporation of more efficient and sustainable technologies into a company's vehicle fleet, integration of photovoltaic devices and application of biodegradable packaging. Cleantech success is often "measured" and announced by using (catch) terms like "carbon neutrality," "low greenhouse gas footprint" and "zero-waste."

COC. Certificate of competency. A document issued by a designated authority that the named contractor has fulfilled the requirements of receiving and performing a particular contract ([BusinessDictionary](#)).

COGS. Cost of goods sold. An accountancy metric including all costs that go into creating the finished product that will be sold.

Calculating Cost of Goods Sold: biztaxlaw.about.com/od/businessaccountingrecords/ht/cogscalcul.htm.

Investopedia: www.investopedia.com/terms/c/cogs.asp.

Wikipedia: [Cost_of_goods_sold](#).

CP*. Cost per “some action.” Advertising schemes under which an advertiser, who bought ad space, is paying the ad publisher for a specific ad-related action. See, for example, CPC and CPI herein or other cost-per acronyms in the Ads Glossary ([Google support](#)) and at [tlvmedia](#).

CPA. Certified Public Accountant. A qualified accountant in the United States who has passed the Uniform Certified Public Accountant Examination (see American Institute of CPAs®: [CPAExam](#)).

Wikipedia: [Certified_Public_Accountant](#).

CPA. Critical Path Analysis. An analytical method to control and optimize the outcome of a project by, for example, plotting out progress or completion of specified tasks or milestones against time and costs.

Investopedia: [Defintion of CPA](#).

Paper by Roger Hiemstra: [A Planning/Time Management Tool for Managing Research](#).

CPC. Cost per click. An Internet advertising scheme under which advertisers pay publishers (hosts) when an ad on a host site is clicked. From the publisher's viewpoint, this scheme is known as pay-per-click (PPC), meaning “getting paid per click.”

CPI. Cost per impression. An internet advertising scheme under which advertisers pay to expose an ad to a targeted audience, i.e. to selected websites. An impression occurs when a user is visiting such a site and the ad loads onto the user's screen. An impression essentially is a pageview and CPI costs are calculated per preset number of pageviews.

Wikipedia: [Cost_per_impression](#).

CRM. Customer relationship management. A model or system that structures, administers and synchronizes sales, marketing, customer service and technical support.

Wikipedia: [Customer_relationship_management](#).

CTR. Click through rate. Cost calculation formula for the cost-per-click (CPC), also known as pay-per-click (PPC), advertising scheme. Example (www.tlvmedia.com/web/pdf/PDFOnline.pdf): An ad is shown 200,000 times on a publisher's website (200,000 pageviews or impressions). If the ad is being clicked 1000 times at a cost of \$0.08 per click, then the CTR is $1000 / 200,000 = 0.5\%$. The cost to the advertiser would be $\$0.08 \cdot 1000 = \80 . Since the advertiser has to pay \$80 for 200,000 impressions, the effective CPM (eCPM) is $80 / (200,000 / 1000) = \0.4 .

D-U-N-S. Dun & Bradstreet. A unique nine-digit identification number for a particular physical location of a business ([SBA: D-U-N-S Numbers](#)): D-U-N-S Number assignment is free for all businesses required to register with the federal government for contracts or grants.

D-U-N-S Request Service: fedgov.dnb.com/webform.

DBA. Doing Business As. Other abbreviation forms such as **dba**, **d.b.a.** or **d/b/a** are also used. This phrase is a legal term signifying that the used fictitious business name, which follows the phrase, is not the legal name of a business or person.

Wikipedia: [Doing_business_as](#).

DOE, also **DoE**. Design of experiments. A statistical modeling method to identify optimal parameters in the experimental or investigative design of materials, processes, work flows, opinion polls and other

surveys. Note that DOE also stands for the U.S. Department of Energy.

Weibull: [Introduction](#), Agilent: [Tutorial](#).

Wikipedia: [Design_of_experiments](#).

DMCA. Digital Millennium Copyright Act. An amendment to the U.S. Copyright Act to provide in part certain limitations on the liability of online service providers (OSPs) for copyright infringement (www.copyright.gov/onlinesp).

Wikipedia: [Digital_Millennium_Copyright_Act](#).

EAR. Export Administration Regulations. Regulations issued by the United States Department of Commerce, Bureau of Industry and Security (www.bis.doc.gov), under laws relating to the control of certain exports, reexports and other activities.

U.S. Department of Commerce: <http://www.ntis.gov/products/export-regs.aspx>.

EBIT. Earnings before interest and tax (also called operating profit or operating income). A measure of a company's profit—calculated as revenue minus expenses—that excludes interest and income tax expenses.

Mini Webtool: [EBIT Calculator](#).

Investopedia: [Definition of EBIT](#).

Wikipedia: [Earnings_before_interest_and_taxes](#).

EIN. Employer identification number. An identifying number of a business entity, obtained from the IRS by filing application form SS-4.

IRS: [Apply for an EIN Online](#).

Wikipedia: [Employer_Identification_Number](#).

EMC. Export management company. A private firm that handles the export department of other companies ([webdynamic glossary](#)). Also see www.pierobon.org/export/ch3/emc.htm.

EMCP. Export Management and Compliance Program. Policies and regulations intended to enhance national security; required by the U.S. Government (see www.bis.doc.gov/complianceand enforcement/emcp.htm).

Wikipedia: [Export_Management_and_Compliance_Program](#).

EOQ. Economic Order Quantity. The quantity that minimizes the cost of total inventory holding. The EOQ model allows the calculation of the optimum quantity of inventory to order; based on anticipated sales and the costs of ordering and storing goods.

$$EOQ = (2SD/PI)^{1/2}$$

where S = setup cost, D = demand rate, P = production cost, I = interest rate ([Investopedia](#))

Wikipedia: [Economic_order_quantity](#).

EPR. Extended producer responsibility. A philosophy placing waste management responsibility on producers: the strategy is to promote the integration of environmental costs associated with goods into the market price of the products. EPR requires producers to reuse, recycle or remanufacture spent and returned products. For example, see Greenpeace [EPR document](#).

Wikipedia: [Extended_producer_responsibility](#).

ERISA. Employee Retirement Income Security Act. A U.S. federal law that regulates minimum standards for pension plans depending on the size and nature of a business.

Investopedia: [Employee Retirement Income Security Act - ERISA](#).

Wikipedia: [Employee Retirement Income Security Act](#).

ERP. Enterprise Resource Planning. A multifunctional program or integrated system that includes personnel, accounting, order processing, manufacturing management and inventory management.

Wikipedia: [Enterprise resource planning](#).

ESOP. Employee Stock Ownership Plan. An employee stock ownership plan that provides employees of a company with an ownership interest.

The National Center for Employee Ownership: www.esop.org.

Investopedia: [Employee stock ownership plan](#).

Wikipedia: [Employee stock ownership plan](#).

ETC. Export Trading Company. An independent company that provides support services for firms engaged in exporting ([Investopedia](#)). ETCs and EMCs are both intermediaries in international business, but differ in how they analyze supply and demand in foreign markets and how they manage risk.

EWCP. Export Working Capital Program (ceres.ca.gov/cert/grants/expt_work.html). A joint program by the SBA and Export-Import bank to provide short-term working capital to exporters.

FAR. Federal Acquisition Regulations (www.acquisition.gov/far/). A roadmap for doing business with the U.S. Government.

SBA: [For Contracting Officials: FAR](#).

Wikipedia: [Federal Acquisition Regulation](#).

FDD. Franchise Disclosure Document. A legal document in the United States, presented to prospective buyers of franchises in the pre-sale disclosure process. This document must be provided by a franchisor to a prospective franchisee at least 14 calendar days before any agreement of sale is finalized.

Wikipedia: [Franchise Disclosure Document](#).

FICA. Federal Insurance Contributions Act. A U.S. federal payroll tax imposed on employees and employers to fund federal programs (Social Security and Medicare) that provide benefits for retirees, the disabled and children of deceased workers.

Investopedia: [fica.asp](#).

Wikipedia: [FICA](#).

FLSA. Fair Labor Standards Act. The FLSA, enacted in 1938, mandates a minimum wage, premium pay for overtime work and equal pay for men and women performing equal work.

Wikipedia: [Fair Labor Standards Act](#).

FTC. Federal Trade Commission (www.ftc.gov). An independent U.S. Agency, established in 1914 by the Federal Trade Commission Act, to protect consumers and ensure a strong competitive market.

Investopedia: [ftc.asp](#).

Wikipedia: [Federal Trade Commission](#).

FUTA. Federal Unemployment Tax Act. A U.S. federal tax imposed on employers to fund state workforce agencies.

Investopedia: [federal-unemployment-tax-act-futa.asp](https://www.investopedia.com/terms/f/federal-unemployment-tax-act-futa.asp).

Wikipedia: [Federal_Unemployment_Tax_Act](https://en.wikipedia.org/wiki/Federal_Unemployment_Tax_Act).

GKMS. Gold Key Matching Service. A program of the U.S. Commercial Service helping U.S. Companies export by finding them potential overseas agents, distributors, sales representatives and business partners ([export.gov](https://www.export.gov)).

GreenPM. Green project management. Project management that is taking environmental issues into account during each phase of business development and operation.

Twitter: [@greenpm](https://twitter.com/greenpm), [GPMCertified](https://twitter.com/GPMCertified).

GSA. General Services Administration (www.gsa.gov). An independent U.S. Government agency that supports the federal agencies by offering them equipment, supplies, telecommunications and information technology solutions.

Wikipedia: [General_Services_Administration](https://en.wikipedia.org/wiki/General_Services_Administration).

IAC. Industrial Assessment Centers. IAC offer free audits that may result in savings for manufacturers by efficiently reducing energy use.

U.S. Department of Energy: iac.rutgers.edu.

ICANN. Internet Corporation for Assigned Names and Numbers (www.icann.org). A nonprofit organization that coordinates proposals for the internationalization of the domain name system and oversees Internet addressing conventions.

Wikipedia: [ICANN](https://en.wikipedia.org/wiki/ICANN). Twitter: [@ICANN](https://twitter.com/ICANN).

IFB. Invitation for bid. An invitation to contractors or suppliers of “off-the-shelf” items to submit a proposal such that the lowest bidding offer is awarded the contract, unless stated otherwise. For comparison, see other types of solicitation: RFQ and RFP.

Investopedia: [Invitation for bid](https://www.investopedia.com/terms/i/invitation-for-bid/).

Wikipedia: [Invitation_for_bid](https://en.wikipedia.org/wiki/Invitation_for_bid).

IPO. Initial public offering (also referred to as stock market launch). A corporation's first-time offering of its shares of stock for sale on a publicly traded stock exchange.

Invstopedia: [Definition of IPO](https://www.investopedia.com/terms/i/ipo/).

Wikipedia: [Initial_public_offering](https://en.wikipedia.org/wiki/Initial_public_offering).

IRP: Intermediary Relending Program (www.rurdev.usda.gov/id/irp.htm). A U.S. loan program for small businesses and other legal entities in cities that have a population of less than 25,000.

SBAC: [USDA IRP](https://www.usda.gov/irp).

ISIC. International Standard Industrial Classification. A United Nations system for classifying economic data related to economic activities and statistical surveys.

International Standard Classification of All Economic Activities, Rev. 4: [ISIC Rev.4](https://www.un.org/development/desa/pubs/2010/4/ISIC_Rev4), with two-digit codes.

Wikipedia: [International_Standard_Industrial_Classification](https://en.wikipedia.org/wiki/International_Standard_Industrial_Classification).

ISO. International Organization for Standardization (www.iso.org). A global agency that develops and publishes international standards to ensure that products and services are safe, reliable, of good quality and internationally compatible .

Techopedia: [ISO defintion](#). Wikipedia: [Iso](#).

ITL. International Trade Loan. An SBA program under which exporters may get loans that help them to get in a better position to compete ([ITL Program Lenders](#)).

JIT. Just in time. A modern delivery strategy with the idea in meeting customer demand when and where it is necessary, eliminating waste in processes and resources, reducing inventory costs, and overall optimizing value for buyer and seller.

Investopedia: [Defintion of JIT](#).

Wikipedia: [Just_in_time_\(business\)](#).

L/C. Letter of credit. A written document to pay, by a buyer's or importer's bank (called the issuing bank) to the seller's or exporter's bank (called the accepting bank, negotiating bank, or paying bank). A L/C guarantees payment of a specified sum in a specified currency ([BusinessDictionary](#)).

LETS. Local Exchange Trading System. A local nonprofit network whose members trade goods and services; also known as mutual credit system.

Wikipedia: [Local_exchange_trading_system](#).

LLC. Limited Liability Company. A hybrid-form business organization that blends partnership and corporate structures.

Wikipedia: [Limited_liability_company](#).

LLP. Limited Liability Partnership. A business organization that allows limited partners to enjoy limited personal liability while general partners have unlimited personal liability ([Entrepreneur](#)).

Wikipedia: [Limited_liability_partnership](#).

LOHAS. Lifestyle of Health and Sustainability. A market segment focused on sustainable living, health and fitness, environmental stewardship, personal development and social justice.

The LOHAS Consumer Trends Database™: www.nmisolutions.com/lohasd.html.

Wikipedia: [Lohas](#).

MACRS. Modified Accelerated Cost-Recovery System. The current U.S. tax depreciation system, including depreciation deductions on solar, wind, biomass and geothermal property as well as on fuel cells, microturbines and solar hybrid lighting technologies.

Chron > Small Business: [What Are the Benefits of MACRS Depreciation ?](#)

Investopedia: [MACRS](#). Wikipedia: [MACRS](#).

MBDC. Minority business development center. A local community-based outreach center that helps minority-owned businesses to expand, intending to increase their overall number.

Inc.: [Minority Business Development Agency](#).

MSDS. Material Safety Data Sheet. A documents with chemical identification, property and risk assessment information as well as instructions for safe storage and use—and emergency handling. MSDSs accompany pure chemicals, mixtures (blends) and composed materials. Got chemicals, got MSDSs! An MSDS is shipped with the chemical product you purchase. Vendors with online order catalogs typically provide MSDSs for download and there also are various portals to search for MSDSs. For example, see www.ilpi.com/msds.

Wikipedia: en.wikipedia.org/wiki/Material_safety_data_sheet.

NAICS. North American Industry Classification System. This system is replacing the U.S. Standard Industrial Classification (SIC) system. The official U.S. Census Bureau site provides further information and various search options: www.census.gov/eos/www/naics. NAICS is the standard used by federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. Business economy.

NAPEO. National Association of Professional Employer Organizations (www.napeo.org). The largest trade association for PEOs.

OER. Open Educational Resources. Freely accessible documents and media serving as teaching, learning and research resources in the public domain.

The William and Flora Hewlett Foundation: [Open educational resources](#).

Achieve: [Open educartional resources](#).

Wikipedia: [Open_educational_resources](#).

OSDBU. Office of Small and Disadvantaged Business Utilization (www.osdbu.dot.gov). An advocacy and advisory office responsible for promoting the use of small, small-disadvantaged, women-owned, veteran-owned, service-disabled veteran-owned, and HUBZone small businesses within the U.S.

Department of Commerce's acquisition process (www.osec.doc.gov/osdbu).

SBA: [OSDBU Directors Council](#).

OSHA. Occupational Safety and Health Administration. An agency of the U.S. Department of Labor (www.osha.gov), established in 1970 under the Occupational Safety and Health Act, that sets guidelines for worker safety.

All About OSHA (Introducing the 2010 OSHA Guide): www.allaboutosha.com.

Wikipedia: [Occupational_Safety_and_Health_Administration](#).

PCR. Procurement Center Representative. An SBA employee who assists small businesses in obtaining federal contracts (www.sba.gov/content/procurement-center-representatives).

PEO. Professional Employer Organization. A firm to which a business can outsource its human resources department or parts of it. Before starting a relationship with a PEO, you want to verify its NAPEO membership.

Wikipedia: [Professional_employer_organization](#).

PKI. Public-Key Infrastructure. A cryptographic system for digital certification that allows authorized parties to share and sign documents online. Example: the Federal Public Key Infrastructure ([Federal-PKI](#)).

Wikipedia: [Public-key_infrastructure](#).

POS. Point of sale. The place where sales are made, such as a retail checkout counter. POS can also refer to a computer module or system that keeps track of customers, goods and sales, and provides real-time snapshots of supply and demand.

Investopedia: [Definition of POS](#).

PPA. Pay per action. An internet advertizing scheme under which advertizers pay a host when a host site visitor completes a featured action such as filling out a questionnaire, requesting a brochure or ordering a product.

Wikipedia: [Pay_per_action](#).

PPC. Pay per click. An internet advertizing scheme under which advertizers place a linked ad on a host site for free. The host only gets paid when site visitors click the ad. Also, see CPC and CTR.

Wikipedia: [Pay_per_click](#).

PPP. Polluter pays principle. A concept stating that industries are responsible for clean-up and disposal of their own wastes—instead of leaving this task and the associated costs to the municipalities.

The Encyclopedia of Earth: History and Application of the [Polluter_pays_principle](#).

Wikipedia: [Polluter_pays_principle](#).

PTAC. Procurement Technical Assistance Center. A local procurement resource that provides in-person counseling and training services for small business owners, free of charge or at a nominal cost ([SBA: PTACs](#)).

PTDL. Patent and Trademark Depository Library. A U.S. library network that provides access to many of the USPTO products and services. The network includes public and academic libraries that have been designated to receive copies of U.S. patent and trademark documents.

Patent Home: patenthome.com/patent-terms/ptdl.

REACH. Registration, Evaluation, Authorisation and Restriction of Chemicals (a European Union Regulation controlling the manufacturing and transport of chemical substances). The main aim of REACH is to ensure a high level of protection of human health and the environment from the risks that can be posed by chemicals. REACH makes producers of chemicals, including nanomaterials, responsible for assessing and managing the risks and for providing safety information to their users ([European Commission](#)).

Wikipedia: [Registration,_Evaluation,_Authorisation_and_Restriction_of_Chemicals](#).

RFP. Request for proposal. A bidding solicitation outlining the bidding process and contract terms for a project companies can bid on.

Investopedia: [Definition of RFP](#).

Wikipedia: [Request_for_proposal](#).

RFQ. Request for quotation. A bidding solicitation issued by a company or organization to ask outside vendors to provide a cost quote for standard goods and services.

Investopedia: [Definition of RFQ](#).

Wikipedia: [Request_for_quotation](#).

ROAS. Return on advertizing spend. Profit made by advertizing.

BrickMarketing: [define-return-on-advertising-spend.htm](#).

eHow money: [how_8385519_calculate-returns-ad-spending.html](#).

MediaVision: [the-importance-of-calculating-roas-return-on-advertising-spend-in-adwords](#).

TechWyse: [the-return-on-advertising-spend-metric](#).

The search agency: [return-on-advertising-spend.html](#).

ROI. Return on investment. A performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments ([Investopedia](#)).

Wikipedia: [Return_on_Investment](#).

ROMI. Return on marketing investment. A measure of how much marketing campaign spending contributes to profits.

Wikipedia: [Return_on_marketing_investment](#).

SaaS. Software as a service. A software delivery model for designing and implementing single or integrated business applications such as payroll, e-mail and direct marketing solutions.

Wikipedia: [Software_as_a_service](#).

SBA. Small Business Administration (www.sba.gov). A U.S. Agency that provides support to small businesses and entrepreneurs by providing capital, contracts and counseling.

Wikipedia: [Small_Business_Administration](#).

SBAC. Small Business Assistance Corporation (www.sbacsav.com/). A specialized, non-profit business development organization licensed by the SBA.

SBDC. Small Business Development Center. A service center providing technical assistance to small businesses; for example, assistance in the development of business plans and the preparation of bids, quotes or proposals.

SBA: [SBDCs](#).

SBIC. Small Business Investment Company. A privately-owned investment company that is licensed by the SBA ([Investopedia](#)): SBICs supply small businesses with financing in both the equity and debt arenas. They provide a viable alternative to venture capital firms for many small enterprises seeking start-up capital.

SBA: [SBIC Program](#).

SBIR. Small Business Innovation Research (www.sbir.gov). A highly competitive program that encourages domestic small businesses to engage in Federal Research/Research and Development (R/R&D) that stimulates technological innovation and has the potential for commercialization.

Compare with STTR.

SBA: [SBIR Program](#).

SCOR. Small Corporate Offering Registration. A form of corporate securities registration for small businesses to originate and sell stocks to investors with a minimum of cost and paperwork requirements.

Investopedia: [Definition of SCOR](#).

Small Business School: [SCOR is all about raising capital](#).

SEO. Search Engine Optimization. The process of optimizing the visibility and page rank of a Web site.

Google: [Webmaster Tools](#), [Starter Guide](#).

Entrepreneur: [Search engine optimization](#).

SEO Small Business: [Get Your Website Working For You!](#)

SEOMOZ: [SEO & Social Monitoring](#).

Wikipedia: [Search_engine_optimization](#).

SEP. Simplified Employee Pension. A retirement plan that an employer or self-employed individuals can established. The employer is allowed a tax deduction for contributions made to the SEP plan and

makes contributions to each eligible employee's SEP IRA on a discretionary basis ([Investopedia](#)).
IRS: [Simplified-Employee-Pension-Plan](#).
SEP retirement plans for small businesses: [SEPPlans](#).

SIC. Standard Industrial Classification. A U.S. system for classifying industries by a four-digit code. For example, 1000 is the SIC code for metal mining, 2024 for ice cream & frozen desserts, and 7374 for computer processing & data preparation services. SIC codes are used for contractor registration information. The SIC system is replaced by the North American Industry Classification System (NAICS).

The Occupational Safety & Health Administration (OSHA) of the United States Department of Labor maintains a page (www.osha.gov/pls/imis/sicsearch.html) that allows to search the 1987 version SIC manual by keyword to identify suitable codes and access descriptive information. Due to the version date, search keywords such as “Internet” or “web design” do not produce any results.

Wikipedia: [Standard Industrial Classification](#).

SIMPLE. Savings Incentive Match Plan for Employees of Small Employers. A retirement plan that may be established by employers, including self-employed individuals. The employer is allowed a tax deduction for contributions made to the SIMPLE ([Investopedia](#)).

SIMPLE IRA Plans for Small Businesses: [simple](#).

Wikipedia: [SIMPLE IRA](#).

SITC. Standard International Trade Classification. United Nations classification of goods used for external trade statistics (export and import values and volumes of goods), allowing for international comparison of commodities and manufactured goods ([European Commission](#), [eurostat](#)).

Detailed structure and explanatory notes: [SITC Rev.3](#), [SITC Rev.4](#).

Wikipedia: [Standard International Trade Classification](#).

SMI. Sustainable Manufacturing Initiative. A publicly accessible Web site ([SMI](#)) that provides resources to help companies (the emphasis is on small- and medium-sized businesses) implement sustainable business practices that increase energy efficiency, reduce waste, and pollution and help them better manage resource and material inputs ([SelectUSA](#)).

SSBIC. Specialized Small Business Investment Company. A government-supported investment company that operates much like a SBIC, helping small businesses with socially or economically disadvantaged owners.

Chron > Small Business: [How to become a SSBIC](#).

STTR. Small Business Technology Transfer (www.sbir.gov/about/about-sttr). A small business program that expands funding opportunities in the federal innovation research and development (R&D) arena. The mission of the STTR program is to support scientific excellence and technological innovation through the investment of Federal research funds in critical American priorities to build a strong national economy. Compare with SBIR.

SBA: [STTR Program](#).

TCPA. Telephone Consumer Protection Act. A U.S. law, signed in 1991, that restricts telephone solicitation and the use of automatic telephone equipment.

Wikipedia: [Telephone Consumer Protection Act of 1991](#).

TIAP. Tax Incentives Assistance Project (energytaxincentives.org). A project, sponsored by a coalition

of public interest nonprofit groups, government agencies and other organizations in the energy field, that provides consumers and businesses with the information they need to make use of U.S. Federal income tax incentives for energy-efficient products and technologies.

TQM. Total Quality Management. A philosophy or management approach to long-term success through customer satisfaction, achieved by the participation of all members of an organization in an effort to improve processes, products, services and the culture in which the members work ([ASQ](#)).
Wikipedia: [Total quality management](#).

TSR. Telemarketing Sales Rule. This U.S. law was passed in 1995 to fight fraudulent activities carried out by telephone and to give consumers added privacy protection. The law was revised in January 2003 (www.dmaconsumers.org/telemarketingsalesrules.html).
Complying with TSR: business.ftc.gov/documents/bus27-complying-telemarketing-sales-rule.

UCC. Uniform Commercial Code. A U.S. act drafted in 1952 to regulate, within and between all 50 states, sales and other commercial transactions such as invoices, bills of lading, warehouse receipts and letter of credit.
U.S. Small Business Administration: [understand-business-law-7](#).
Wikipedia: [Uniform Commercial Code](#).

UETA. Uniform Electronic Transaction Act. A legal framework including 47 U.S. states (New York, Illinois and Washington have not enacted UETA) to give electronic signatures and records the same validity and enforceability as paper-based transactions.
National Conference of State Legislation: [NCSL-UETA](#).
Wikipedia: [Uniform Electronic Transactions Act](#).

USP. Unique Selling Proposition, also Unique Selling Point. A marketing concept dealing with how to convince customers to switch brands and buy a targeted product or service by getting emotionally drawn to it. Definition in the *Entrepreneur encyclopedia*: The factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition.
Wikipedia: [Unique selling proposition](#).

USPTO. United State Patent and Trademark Office (<http://www.uspto.gov>). An agency that issues patents to inventors, registers trademarks for products and identifies intellectual property.
Wikipedia: [United States Patent and Trademark Office](#).

USTR. United States Trade Representative (www.ustr.gov). An executive member of the Office of the United States Trade Representative, a U.S. government agency, coordinating trade policies at various levels, including recommendations to the U.S. president and trade negotiations with national and international organizations and authorities.
Twitter: [@USTradeRep](#).
Wikipedia: [Office of the United States Trade Representative](#).

VMI. Vendor Managed Inventory. A supply-chain strategy in which inventory is monitored and managed by the vendor on behalf of the customer. The goal is to provide a beneficial vendor-customer relationship based on a smooth flow of goods.
NC State University: [VMI: making it work](#).
Wikipedia: [Vendor-managed inventory](#).

WAWF. Wide-Area Workflow. An electronic invoicing system required to be used on most Defense Threat Reduction Agency (DTRA) contracts and grants (www.dtra.mil/Business/WAWF.aspx). WAWF training is available via www.wawftraining.com.

WBCSD. World Business Council for Sustainable Development (www.wbcsd.org). A global association of international companies dedicated to business solutions for a sustainable world. Wikipedia: [World_Business_Council_for_Sustainable_Development](#). Twitter: [@wbcsd](#).

WIPO. World Intellectual Property Organization (www.wipo.int). A specialized agency of the United Nations that is dedicated to protecting intellectual property throughout the world. Wikipedia: [World_Intellectual_Property_Organization](#).

WTO. World Trade Organization (www.wto.org). A global forum and organization of 159 member states (headquartered in Geneva , Switzerland) that intends to supervise and liberalize international trade. Wikipedia: [World_Trade_Organization](#).

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