**Quality 1**

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| Quality  Quality management  Quality assurance  Top-quality product  Poor quality  Qualitative |  |
| Durability  Durable product | Endurability  endurable |
| Environmentally friendly product  Environmental friendliness | Ecological |
| (good) value for money | Worth the money you pay for it |
| Survive  survival |  |
| Rely on sth  Un/reliable product  reliability | A reliable product is one that will not break down and will last you long |
| Superficial quality | Quality that is does not go below the surface |
| Close a gap between the best players in the industry/ the champions and us | Reduce or eliminate a difference between the two |
| Do sth for its own sake  Quality for quality’s sake | There is no other, deeper reason for what you do |
| Performance problems |  |
| enchanting | charming |
| A craze | Short-lived fashion |
| A fad | Short-lived fashion |
| The number of defects has shrunk from 100 to 10 per 1m units  Shrink, shrank, shrunk  shrinking | To shrink is to decrease, to become smaller |
| Number one priority  Top priority  Prioritise things | That which is at the top of one’s ranking |
| Manufacture sth  Manufacturer  A manufacture |  |
| Stream of innovations,  Stream of money | a large number of these |
| Compete on sth, e.g. price, quality  Competition (uncountable noun)  Competitor  Competitive industry, price, market |  |
| Just-in-time industry/delivery  JIT | Pull' (demand) driven inventory system in which materials, parts, sub-assemblies, and support items are delivered just when needed and neither sooner nor later in order to reduce costs to the minimum. |
| Enterprise  Entrepreneur  Entrepreneurship  Entrepreneurial | company |
| Have/enjoy a competitive advantage/edge over rivals | Be stronger than your rivals |
| Fall into a trap | Become a victim of sth unexpected |
| Fake sth, e.g. commitment | Pretend to have/do sth |
| Adopt a quality scheme  Adoption | Adjust it |
| If sth, e.g. quality, is an end in itself | it is done for its own sake – quality for quality’s sake  end = objective, purpose |
| When a relationship sours | It stops being successful, satisfactory, pleasant.  Sour the company, the atmosphere  Polish??? |
| miniaturisation |  |
| A retreat  To retreat to a place | A retreat is when you go back to a secret place or where you have already been. Also a verb |
| amid | Among, in the middle of |
| Rattling engine | An engine making a characteristic noise |
| chatter | Polish??? |
| Household goods  Electrical goods  Household electrical goods industry |  |
| White goods  Brown goods | Large household goods, e.g. fridge, dishwasher, washing machine etc.  Brown goods are relatively light electronic consumer durables such as TVs, radios, digital media players, and computers, as distinct from heavy consumer durables such as air conditioners, refrigerators, stoves, which are called white goods |
| A product’s lifespan | Its useful life, the time it lasts |
| Upgrade a product  An upgrade | Improve it |
| Outdated model | Old-fashioned |
| Built-in/planned obsolescence | A strategy that ensures the current version of a given product will become out-of-date or useless within a known time period. This guarantees that consumers will demand replacements in the future, thus naturally supporting demand. |
| Labour time | Time taken to make sth |
| Elusive target | Difficult to find, catch or track |
| Intrinsic  intrinsically | Inseparable from sth  Polish ????  wsobny |
| Splash out  Splash money on a deluxe product | Spend a lot to buy sth luxurious |
| Conform to rules and regulations  Conformity to specifications | Comply with them, follow them |
| Specifications  Product specifications  Specs  Specify |  |
| Document, follow, disregard procedures |  |
| Cost-effective | Polish ???? |
| Exacting job | Demanding a lot of time and effort |
| If a product is fit for purpose | it has a sufficient standard to be used for this purpose  Polish ???? |
| Flaw in a product  Flawed item | A flaw is a defect  defective |
| flimsy | Made so that it can break down easily, too thin, too weak  Polish ???? |
| Heavy-duty products | Durable, strong |
| scratch  scratched surface | Polish ???? |
| Shoddy product, work, services | Of a very low standard |
| Stakeholder versus shareholder | A stakeholder is someone who either has an interest in sth or can be affected by sth, eg. a procedure  Polish ???? |
| tolerance | Polish ???? |
| Beauty/quality is in the eye of the beholder | It is subjective |
| Packaging |  |
| Substandard | Not up to standard |
| Customer satisfaction, expectation |  |
| Marketing engineer  Design engineer  Process engineer  Quality assurance manager  Quality auditor  End user |  |
| Brand/branded goods |  |
| Machine a product  Machining | to process by or as if by machine; especially : to reduce or finish by or as if by turning, shaping, planing, or milling by machine-operated tools  Polish ???  Obrobić materiał |