

ACRONYMS USED IN EVERYDAY BUSINESS COMMUNICATIONS

Use the space after definition for notes on how to remember and when used

ROI: Return on Investment

YOY: Year on Year

LLC: Limited Liability Company

KPI: Key Performance Indicators

P&L: Profit and Loss

AKA: Also Known As

B2B: Business to Business

DBA: Doing Business As

B2C: Business to Customer

URL: Universal resource locator

ISP: Internet service provider

SWOT: Strengths, weaknesses, opportunities, threats

SMART: Specific, measurable, attainable, realistic, time-bound

MTD: Month to date

Q&A: Questions and Answers

YTD: Year to date

ACCT: Account

CR: Credit

DR: Debit

SEO: Search engine optimization

SMB: Small to medium business

CEO: Chief executive officer

CPA: Certified public accountant

HR: Human resources

PR: Public relations

R&D: Research and development