

**profit**1. ['prɒfɪt] *n*

## 1. польза, выгода

with profit to one's health - с пользой для здоровья

to make one's profit of smth. - выгодно использовать что-л., извлечь выгоду /пользу/ из чего-л.

I have read it to my profit - я прочёл это с пользой для себя

you will gain no profit by resistance - вы ничего не добьётесь сопротивлением

there is no profit in further discussion - продолжать дискуссию /обсуждение/ бесполезно

2. *часто pl* прибыль, доход

gross [net] profit - валовая [чистая] прибыль

excess profit - сверхприбыль

profit system - *полит.-эк.* экономика свободного предпринимательства

profit margin - размер прибыли

profit motive - корысть; корыстолюбивые побуждения

profit and loss (account) - *буха* счёт прибылей и убытков; дебет и кредит

to derive a profit - извлекать прибыль /доход/

to produce /to yield, to bring in, to show/ a profit - давать /приносить/ доход

to sell at a profit - продавать с прибылью

2. ['prɒfɪt] *v*

## 1. 1) приносить пользу, быть полезным

it profited him nothing - это не приносило ему никакой пользы

## 2) извлекать, получать пользу

I profited by your advice - ваш совет пошёл мне на пользу

## 2. пользоваться, воспользоваться

I shall profit by /from/ your experience - я воспользуюсь вашим опытом

## 3. получать прибыль

to profit by /over/ a transaction - получить прибыль от сделки

**profit**

Oxford Advanced Learners Dictionary 8th Ed.

**profit** [profit profits profited profiting] *noun, verb* *BrE* ['prɒfɪt] <sup>u</sup> *NAmE* ['prɒfɪt]

*noun*1. **countable, uncountable** the money that you make in business or by selling things, especially after paying the costs involved

- a rise/an increase/a drop/a fall in profits
- ~ **(on sth)** The company **made a** healthy **profit** on the deal.
- ~ **(from sth)** Profit from exports rose 7.3%
- **Net profit** (= after you have paid costs and tax) was up 16.1%.
- The sale generated **record profits** .
- We should be able to sell the house **at a profit** .
- The agency is voluntary and not run **for profit** .
- There isn't much profit in running a restaurant these days.

**Opp:** ↑loss

2. **uncountable** (formal) the advantage that you get from doing sth

- Future lawyers could study this text with profit.

Word Origin:

Middle English (in the sense 'advantage, benefit'): from Old French, from Latin *profectus* 'progress, profit', from *proficere* 'to advance', from *pro-* 'on behalf of' + *facere* 'do'. The verb is from Old French *profiter*.

Thesaurus:

**profit** *noun* C, U

- The company made a profit of £6m last year.

**interest** • **proceeds** • **return** • **surplus** • **earnings** • **income** • **revenue** • **dividend** • |often disapproving **gain** •

**Opp:** loss

(a/an) profit/interest/proceeds/return/surplus/earnings/income/dividend/revenue/gain **from** sth

(a) profit/interest/return/surplus/earnings/dividend/gain **on** sth

**generate** (a/an) profit/interest/return/surplus/earnings/income/revenue

**make** (a/an) profit/return/surplus/income/gain

Collocations:**Business***Running a business*

**buy/acquire/own/sell** a company/firm/franchise

**set up/establish/ start/start up/launch** a business/company

**run/operate** a business/company/franchise

**head/run** a firm/department/team

**make/secure/win/block** a deal

**expand/grow/build** the business

**boost/increase** investment/spending/sales/turnover/earnings/exports/trade

**increase/expand** production/output/sales  
**boost/maximize** production/productivity/efficiency/income/revenue/profit/profitability  
**achieve /maintain /sustain** growth/profitability  
**cut/reduce/bring down/lower/slash** costs/prices  
**announce/impose/make** cuts/cutbacks

#### *Sales and marketing*

**break into/enter/capture/dominate** the market  
**gain/grab/take/win/boost/lose** market share  
**find/build/create** a market for sth  
**start/launch** an advertising/a marketing campaign  
**develop /launch/promote** a product/website  
**create /generate** demand for your product  
**attract/get/retain /help** customers/clients  
**drive/generate /boost/increase** demand/sales  
**beat/keep ahead of/out-think/outperform** the competition  
**meet/reach/exceed /miss** sales targets

#### *Finance*

**draw up/set/present/agree /approve** a budget  
**keep to/balance /cut/reduce/slash** the budget  
**be/come in below /under/over/within** budget  
**generate** income/revenue/profit/funds/business  
**fund/finance** a campaign/a venture/an expansion/spending/a deficit  
**provide/raise/allocate** capital/funds  
**attract/encourage** investment/investors  
**recover/recoup** costs/losses/an investment  
**get/obtain/offer sb/grant sb** credit/a loan  
**apply for/raise/secure/arrange /provide** finance

#### *Failure*

**lose** business/trade/customers/sales/revenue  
**accumulate /accrue/incur/run up** debts  
**suffer/sustain** enormous/heavy/serious losses  
**face** cuts/a deficit/redundancy/bankruptcy  
**file for/ (NAme) enter/avoid/escape** bankruptcy  
**(BrE) go into** administration/liquidation  
**liquidate /wind up** a company  
**survive/weather** a recession/downturn  
**propose/seek/block/oppose** a merger  
**launch/make/accept/defeat** a takeover bid

#### Example Bank:

- At whose expense are those obscene profits made?
- Damaged goods mean lost profit.
- Did you make a profit on your house when you sold it?
- He's only interested in making a quick profit.
- Investors will take the profits.
- Jakob had realized a personal profit of \$240 000.
- Profit before tax increased by 40% on last year.
- Profits surged 41% to £13 million.
- The CD generated record profits.
- The company made losses of \$500 000 against profits of \$750 000.
- The company posted second-quarter profits of \$570 million.
- The company started to show a profit in its first year.
- The expected profits have not materialized.
- The goods were sold for profit.
- They closed down after years of low profits.
- We are continuing our strategy of profit maximization.
- We should be able to sell the piano at a profit.
- a commodity that produced steady profits
- an annual profit of £50 000
- profits accruing to the taxpayer from the sale of property
- profits from property investments
- the pharmaceutical companies' profit motive
- the potential profits from insider trading
- A luxury product like perfume has a high profit margin.
- Future lawyers could study this case with profit.
- The agency is voluntary and not run for profit.
- The company made a healthy profit of \$106m last year.
- There isn't much profit in running a restaurant these days.

to get sth useful from a situation; to be useful to sb or give them an advantage

- ~ **(from sth)** Farmers are profiting from the new legislation.
- ~ **(by sth)** We tried to profit by our mistakes (= learn from them).
- ~ **sth** Many local people believe the development will profit them.

Verb forms:

verb forms	
present simple	
I / you / we / they	profit
	BrE / 'prɒfɪt/
	NAmE / 'prɑːfɪt/
he / she / it	profits
	BrE / 'prɒfɪts/
	NAmE / 'prɑːfɪts/
past simple, past participle	profited
	BrE / 'prɒfɪtɪd/
	NAmE / 'prɑːfɪtɪd/
-ing form	profiting
	BrE / 'prɒfɪtɪŋ/
	NAmE / 'prɑːfɪtɪŋ/

Word Origin:

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Example Bank:

- A few greedy companies are profiting hugely at the expense of the most vulnerable consumers.
- Convicted criminals should not be allowed to profit from their crimes.
- The private sector will profit by selling the surplus electricity abroad.

## profit

Longman DOCE 5th Ed. (En-En)

I. **profit** <sup>1</sup> **S1 W1** /'prɒfɪt, 'prɒfɪt \$ 'prɑːfɪt- BrE = AmE = noun

[Word Family: noun: ↑profit, ↑profitability, ↑profiteering, ↑profiteer; verb: ↑profit, ↑profiteer; adverb: ↑profitably, ↑profitlessly; adjective: ↑profitable ≠ ↑unprofitable, ↑profitless]

[Date: 1200-1300; Language: Old French; Origin: Latin profectus, past participle of proficere; ⇒ ↑proficient]

1. [uncountable and countable] money that you gain by selling things or doing business, after your costs have been paid **OPP loss**

⇒ **revenue** :

- The shop's daily profit is usually around \$500.
- She sold the business and bought a farm with the profits.
- They sold their house at a healthy profit.

2. [uncountable] **formal** an advantage that you gain from doing something:

- There's no profit in letting meetings drag on.

⇒ **non-profit**

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## COLLOCATIONS

### adjectives

- **a big/huge profit** Drug companies make huge profits.
- **a quick profit** (=happening quickly) They were only interested in a quick profit.
- **a good profit** There is a good profit to be made in selling cars.
- **a substantial profit** The agent then sells the land for a substantial profit to someone else.
- **a healthy/handsome/tidy profit** (=big) By the second year, the restaurant began to make a healthy profit.
- **a small/modest profit** The business managed to produce a small profit last year.
- **net profit** (=after tax and costs are paid) The company made a net profit of \$10.5 million.
- **gross profit** (also **pre-tax profit**) (=before tax and costs are paid) The hotel group made a gross profit of £51.9 million in 2008.
- **trading/operating profit** (=profit relating to a company's normal activities) Both turnover and operating profits were lower.

### verbs

- **make a profit** We are in business to make a profit.
- **turn/earn a profit** (=make a profit) Without the liquor sales, the store could not turn a profit.
- **show a profit** (=make a profit) The business will not show a profit this year.
- **report/post a profit** (=officially announce a profit) The company reported net profits of \$3.6 million for fiscal year 2006.
- **generate profit(s)** We have the capacity to generate more profit.
- **boost profits** (=make them increase) They aim to boost profits by slashing costs.
- **maximize profits** (=make them as big as possible) Every firm tries to maximize its profits.
- **profits are up/down** Pre-tax profits were up 21.5%.
- **profits rise/increase/grow** Half of the firms surveyed expected profits to rise.
- **profits soar/leap** (=increase by a large amount)
- **profits fall** The group saw profits fall from £24m to £17.8m.
- **profits slump/plunge** (=fall by a large amount) The group's pre-tax profits slumped to £25.5m.

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## THESAURUS

- **profit** money that you gain by selling things or doing business, after your costs have been paid: Our profits are down this year. |

The big oil companies have made enormous profits following the rise in oil prices.

- **earnings** the profit that a company makes: The company said it expected fourth-quarter earnings to be lower than last year's results. | Pre-tax earnings have grown from \$6.3 million to \$9.4 million.
- **return** the profit that you get from an investment: You should get a good return on your investment. | We didn't get much of a return on our money. | They're promising high returns on investments of over \$100,000.
- **turnover** the amount of business done during a particular period: The illicit drugs industry has an annual turnover of some £200 bn.
- **takings** the money that a business, shop etc gets from selling its goods in a day, week, month etc: He counted the night's takings. | This week's takings are up on last week's.
- **interest** money paid to you by a bank or other financial institution when you keep money in an account there: They are offering a high rate of interest on deposits of over £3000. | The money is still earning interest in your account.
- **dividend** a part of a company's profit that is divided among the people who have shares in the company: Shareholders will receive a dividend of 10p for each share. | The company said it will pay shareholders a final dividend of 700 cents a share.

## II. profit<sup>2</sup> BrE <sup>ˈ</sup> AmE <sup>ˈ</sup> verb [intransitive and transitive]

[Word Family: noun: ↑profit, ↑profitability, ↑profiteering, ↑profiteer; verb: ↑profit, ↑profiteer; adverb: ↑profitably, ↑profitlessly; adjective: ↑profitable ≠ ↑unprofitable, ↑profitless]

### 1. formal to be useful or helpful to someone

profit somebody to do something

It might profit you to learn about the company before your interview.

profit by/from

There are lessons in these stories that all children can profit by.

### 2. to get money from doing something

profit by/from

Some industries, such as shipbuilding, clearly profited from the war.

## profit

Frequency Pack

12500 **870**<sup>MCW</sup>

15000 **1169**<sup>COCA</sup>

RANGE: **2k PROFIT** 38495

profit 12590

profited 475

profiting 318

profits 11547

profitable 4552

unprofitable 426

profitability 1261

unprofitability 4

profitably 359

profitless 29

nonprofit 6218

nonprofits 716

COCA 500k Unlemmatized

6912 **3667**<sup>11118</sup> *nn1*

1052 **19181**<sup>1167</sup> *vvi*

261 **44936**<sup>271</sup> *vv0*

19 **172341**<sup>21</sup> *nnu*

13 **222625**<sup>13</sup> *jj*