

Using abbreviations in Business communication Part 2

We don't recommend using these abbreviations but here are some of the most common ones used in business communication.

- **ASAP** - as soon as possible
 - **B2B** - Business to Business
 - **BCC** - blind copy
 - **BOGOF** - buy one get one free
 - **BTW** - by the way
 - **CC** - copy
 - **24x7** - open all the time
 - **CEO** - Chief Executive Officer
 - **CFO** - Chief Financial Officer
 - **COB** - close of business
 - **FTE** - full-time equivalent
 - **FYI** - for your information
 - **FY** - fiscal year
 - **HR** - human resources
 - **KIT** - keep in touch
 - **KPI** - Key performance indicators
 - **NDA** - Non-disclosure agreement
 - **POS** - Point of sale
 - **R&D** - Research and Development
 - **ROI** - return on investment
 - **SME** - Small to Medium Enterprise
 - **TBC** - to be confirmed
 - **USP** - Unique Selling Proposition/Point
 - **VP** - Vice president
 - **WC** - week commencing
 - **WE** - week ending
 - **YTD** - year to date
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