Unit 3 VOCAB

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| resistant | loyalty | unprofitable |
| To trigger | Niche market | To weigh |
| To suffer from sth. | promotion | A feature (of a product) |
| carton | TV commercial | A specification (of a product) |
| To attempt | To conduct a study | disposable |
| Price tag | to build up mock ups | Eye-catching |
| tagline | Unfeasible  | Water-resistant |
| To strengthen | Eliminate (e.g. waste) | To discard |
| To diminish | Energy-saving | franchise |
| cuisine | revenues | threat |