

## Exercise 9

How do the words and phrases in the summary paraphrase what you heard in the talk?

Match the words and phrases.

### Setting up and running an online meals company

Before Victoria Andrews set up the Fresh Ideas company, she did some research to find out who her **(1)** ..... might be.

Then, she had to find a cheap way to advertise her online meals service and used **(2)** ..... to do this.

Although she thinks advertising was important at the start, in the long term it is the **(3)** ..... of the food that she feels is most important.

On her website, she has made it clear that her products come from **(4)** ..... , which customers may approve of.

None of the meals her company suggests require a lot of **(5)** ..... , so people who don't cook for a living should appreciate that.

|                         |                   |        |                                 |
|-------------------------|-------------------|--------|---------------------------------|
| don't cook for a living | products          | set up | none of the meals ... require a |
| lot of                  | is most important | cheap  | made it clear                   |
|                         |                   |        | advertise                       |

|                                          |  |
|------------------------------------------|--|
| 1. let people know about us              |  |
| 2. aren't professional chefs             |  |
| 3. what customers are really looking for |  |
| 4. cost-effective                        |  |
| 5. starting up                           |  |
| 6. show exactly                          |  |
| 7. fruit, vegetables and meat            |  |
| 8. don't need much                       |  |