

Instructions: Read the scenario and complete the dialogue with the appropriate word from the list provided.

Appealing	a phase	to launch
to unveil	target market	an imitation
a Gantt chart	a gadget	

Scenario:

Two friends, Sarah and Tim, are discussing their school project about creating a new toy for kids. They are brainstorming ideas and planning the steps they need to take to make it successful.

Sarah: Hey Tim, I've been thinking about our school project. We need to come up with something (1) _____ for kids so that they enjoy playing with it.

Tim: Yeah, I agree. We should consider what would be (2) _____ to them. Have you thought about the first (3) _____ we need to go through?

Sarah: Definitely! I think we should start by identifying our (4)_____. Who are we making this toy for?

Tim: That's a good point. Our (4) _____ would probably be children between the ages of 5 and 10 who love interactive toys.

Sarah: Exactly! Once we have our target market, we can create a plan. We should make a detailed schedule of tasks using (5)_____.

Tim: Agreed. It will help us visualize our timeline and stay organized. So, when do you think we should (6) _____ our toy?

Tim: We should also make sure our toy is not just an (7) _____ of something already on the market. It should stand out.

Sarah: Absolutely! We want it to be more than just another (8)_____. It should be something kids can't wait to play with!