Lesson 2.1 – Marketing

Words in context

Drag and drop the words to the correct position on the text.

attract	consumers	fad	persuaded
compared	convince	inspire	product
competes	current	market	satisfied

Yassir is getting ready to realize his dream: opening a business that sells plants on the Internet. After completing a business plan that helped him to determine that there was demand for his (1) _____ in the (2) _____, Yassir is ready to start promoting his business. Having (3) _____ the bank that there was a market—that there were consumers willing to buy plants on the Internet—he needed to find these (4) _____.

Once he has an established base, Yassir, like other business owners, will have to continually (5) _____ new customers. At the same time, he must make sure current customers are (6) _____. In order to be satisfied, (7) _____ customers must be happy with the product they receive. Yassir's job is to (8) _____ these customers to gain their repeat business. To do this, he will have to (9) _____ consumers that he offers a good product at a good price, especially when (10) _____ to the businesses with which he (11) _____. He hopes that Internet plant buyers are here to stay and not just part of a (12) _____.

LIVEWORKSHEETS