B1 PRELIMINARY (PET) READING

YOUNG ENTREPRENEURS

You are going to read a magazine article about young people who have won prizes for their business ideas. Choose the section that contains the information in each question. The sections may be chosen more than once.

A Molly Carluke



My home area is well-known for food and drink, but some local specialties aren't marketed much outside the region. People come here for the seafood, and they're quite taken aback when they get to try the local oatcakes – and that started me thinking. You can buy a similar processed variety in supermarkets, but they don't come up to the standard of the local hand-made ones. I wanted to win the prize because I needed funding to get my idea off the ground. Making oatcakes at home is one thing, but setting up a proper bakery that conforms to all the health-and-safety rules required quite a bit of thought and investment. I think I was aiming too high with the original business plan I drew up, but fortunately my tutor at college was able to bring me down to earth. I'd never have made it without her.

B Ben Barrington



We've always had dogs at home; they play a pretty central role in our lives. But we're also the sort of people who like to travel – and I'm talking about adventure holidays, not a week at the seaside. Anyway, we take the dogs with us whenever we can, but sometimes there's no alternative to putting them in boarding kennels. We've tried various local ones, but to be honest, we were never particularly comfortable about leaving the dogs at any of them because they looked so messy and disorganized. So my idea was to design a boarding kennel from scratch – with the needs of the dogs as my starting point. My tutor didn't think much of the idea to begin with, because I hadn't really worked out the business side of things – but when I did the research and calculations, both he and I realized that I was onto a winner.

C Adam Luskey



I was pretty sure that there'd be a big demand for a paintballing centre on the island where I live, but the population isn't really big enough to support the investment. That's what I heard when I asked the manager of one company why they hadn't set one up here. They'd tried on a similar island elsewhere, and the costs had been so high that the local kids couldn't afford the entrance fee. I wasn't convinced that he'd got it right, however, so I did my own research and put together a business plan. I know that winning the prize doesn't in itself mean that I was right, but it brought my idea to the attention of the island's tourist board, who are willing to help me promote the idea. Doing the plan has made me realize that I have talents that I could develop in other ways.

D Freya Jones



When you're lucky enough live in a place that's both remote and beautiful, you get used to seeing visitors on walking holidays. There's not much to do round here though, so I often wondered how much these people really got out of their visit. That's what gave me the idea of creating audio tours for walkers. I got together people who have lived here all their lives and collected stories of stuff that had happened here over the years, and what to look out for when you're on your walk. Working out how to get good enough recordings without spending a fortune and then how to market the tours online was quite a challenge for me – but the finished product is much more professional than I could ever have imagined. It was my college tutor who suggested I went in for the competition. I didn't think I stood much chance because mine was such a small-scale project, but the judges described it as refreshingly different. Amazing!

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1 **Which young person admits to being over-ambitious initially?**

- **A.** Molly Carluke
- **B.** Ben Barrington
- **C.** Adam Luskey
- **D.** Freya Jones

2 **Which graduate acknowledges the positive influence of one family member?**

- **A.** Molly Carluke
- **B.** Ben Barrington
- **C.** Adam Luskey
- **D.** Freya Jones

3 **Which graduate admits to not studying particularly hard at one point?**

- **A.** Molly Carluke
- **B.** Ben Barrington
- **C.** Adam Luskey
- **D.** Freya Jones

4 **Which graduate chose one place of study because of the atmosphere amongst the students?**

- **A.** Molly Carluke
- **B.** Ben Barrington
- **C.** Adam Luskey
- **D.** Freya Jones

LIVEWORKSHEETS