

UNIVERSITY OF TECHNOLOGY AND APPLIED SCIENCES - IBRA

LEVEL 3. LISTENING

Unit.10 Listening. B Vocabulary, Use the words in the boxes to complete the sentences.

achieved	market	budget	advertise
potential	borrow	lend	

Many people dream of starting their own businesses. However, starting and running businesses are not easy tasks. A lot of planning and preparation are needed to run successful businesses. First of all, entrepreneurs should prepare a detailed 1. _____ detailing the possible income and expenditure and strictly implement it. Many businesses fail because they spend more money than planned for different things. It is important to make sure that entrepreneurs should be able to 2. _____ money from banks and other institutions at reasonable rates. Banks usually prefer to 3. _____ money to large and reputed companies because they don't like to take risks with new, small companies. Entrepreneurs should study the 4. _____ carefully to understand the needs and preferences of the customers. They should also be aware of the existing companies they must compete with. There must be enough 5. _____ for growth and development or else all the money invested in the company will be lost.

(Biju C Thomas)