UNIVERSITY OF TECHNOLOGY AND APPLED SCIENCE – IBRA

LEVEL 3. LISTENING

Unit 1. Lesson A. Use the words in the boxes to complete the text.

skills	competition	entrepreneurs	profit	service
product	created	risk	income	succeeded

The story of Apple Computer Company is one of the greatest success stories in business. The company was started in 1976 by two young 1._____ , Steve Jobs and Steve Wozniak, in the garage of Jobs' father with an investment of only $2000. Today it is worth more than 3 trillion dollars. Both men were college dropouts and decided to take the 2._____ of starting their own business against their parents' advice. The two had different 3._____: Wozniak was good at electronics and software and Jobs was good at marketing. Wozniak 4._____ his first computer called Apple 1 in 1976 and sold about 200 of them for the price of $666.66. The company's second 5._____ was called Apple II. It became very popular and they 6._____ in selling more than 4.8 million units. Their total 7._____ from the sales of computers and software reached 75 million dollars by 1979. In the beginning, the company had to face fierce 8._____ from other computer companies like IBM and Microsoft. However, Apple's excellent 9._____ to its customers made it the most popular computer company in America. It made a 10._____ of 94.68 billion dollars in 2021, which is more than the GDP of many small countries in the world.

(Biju C Thomas)

LIVEWORKSHEETS