

Exercise 6

Read the summary again. Match the specific information needed to complete the summary with the questions.

Setting up and running an online meals company

Before Victoria Andrews set up the Fresh Ideas company, she did some research to find out who her **(1)** might be.

Then, she had to find a cheap way to advertise her online meals service and used **(2)** to do this.

Although she thinks advertising was important at the start, in the long term it is the **(3)** of the food that she feels is most important.

On her website, she has made it clear that her products come from **(4)** , which customers may approve of.

None of the meals her company suggests require a lot of **(5)** , so people who don't cook for a living should appreciate that.

a form of media, where people look at things a feature of good food
a place where we can get food from something that people don't need
a group of people

1. Question 1	
2. Question 2	
3. Question 3	
4. Question 4	
5. Question 5	