

Exercise 9

How do the words and phrases in the summary paraphrase what you heard in the talk?

Match the words and phrases.

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.

don't cook for a living	products	set up	none of the meals ... require a
lot of	is most important	cheap	made it clear
			advertise

1. let people know about us	
2. aren't professional chefs	
3. what customers are really looking for	
4. cost-effective	
5. starting up	
6. show exactly	
7. fruit, vegetables and meat	
8. don't need much	