

Unit 4 - Taking care of business



A. Complete the phrases with the correct verb.

- _____ a business plan
- _____ a website
- _____ the target market and the competition
- _____ a product or service online, in print publication, with signs, or on the radio or TV
- _____ a logo and promotional material
- _____ a business
- _____ a marketing strategy
- _____ a business with the proper authorities

B. Complete the conversation with the correct word.

Jan: How did you _____ your own business? What did you do first?

Peter: First, we _____ the target market and came up with an idea.

Jan: And how did you get money to start the business?

Peter: We _____ a business plan, and the bank agreed to lend us some money. Luckily, a friend of mine _____ a logo for us, and then we _____ the company with the proper authorities.

Jan: How did you get customers?

Peter: We _____ online through websites and social media.

Jan: Hmm... that sounds interesting!

C. Complete the advertisement with the correct word.

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NEW BUSINESS HELP

Do you want to set up a _____ online? We can help you plan your _____ and research the _____.

We can also design a _____ for you and advertise your _____ through links to other websites. Contact us for a simple and stress-free way to launch your company _____.

D. Match the phrases 1-5 to the attitudes a-e they express.

- | | |
|-----------------------------|-----------------------|
| 1. Perfect! | a. satisfied |
| 2. Let me check. | b. dissatisfied |
| 3. I'm not happy with this. | c. without an opinion |
| 4. Really? How annoying. | d. sympathetic |
| 5. It's up to you. | e. helpful |

E. Listen to five short conversations. Choose the attitude of each speaker.

- | | | |
|--------------|-----------------|-----------------------|
| 1. Customer: | a. sympathetic | b. satisfied |
| Salesperson: | a. helpful | b. without an opinion |
| 2. Customer: | a. dissatisfied | b. satisfied |
| Salesperson: | a. helpful | b. unhelpful |
| 3. Juliet: | a. helpful | b. without an opinion |
| 4. Woman: | a. dissatisfied | b. without an opinion |
| Brian: | a. helpful | b. unhelpful |
| 5. Woman 1: | a. unhelpful | b. dissatisfied |
| Woman 2: | a. satisfied | b. sympathetic |

F. Listen and choose the appropriate emotion or attitude for each speaker.

- | | |
|-----------------|--------------|
| 1. Man: _____ | Woman: _____ |
| 2. Man: _____ | Woman: _____ |
| 3. Man: _____ | Woman: _____ |
| 4. Man: _____ | Woman: _____ |
| 5. Woman: _____ | Man: _____ |

G. Read the sentences. Choose the topic sentence. Then number the sentences in the correct order to form a paragraph.

- a. If you don't prioritize your goals, you'll waste time on nonessential tasks and, as a result, you'll feel stressed and frustrated.
- b. In fact, being busy does not always mean that we are using our time efficiently.
- c. A good way to start your day is to make a list of goals to prioritize your time.
- d. Many of us have days when we are incredibly busy all day, but at the end of the day we feel like we got almost nothing done.

H. Choose the best concluding sentence for the previous paragraph.

- a. In conclusion, planning your time is often stressful and frustrating. It's better to go with the flow!
- b. In conclusion, by putting our goals in order and planning our time effectively, we are likely to have more productive days.
- c. In conclusion, working hard can be frustrating, especially if you waste a lot of time planning.