Exploring Ben & Frank's Journey

1. **Listen** to the audio recording and **fill in** the missing words in the text. Choose between present perfect or simple past.

Mariana Castillo, CEO and co-founder of Ben & Frank, **(1)** _____ (significantly impact) the eyewear market in Mexico. Since establishing the company in 2012, Castillo **(2)** _____ (lead) Ben & Frank to disrupt traditional eyewear retail through an innovative blend of e-commerce and physical stores. The company's approach **(3)** _____ (make) stylish, affordable eyewear accessible, earning widespread recognition and a solid customer base.

Under Castillo's leadership, Ben & Frank **(4)** _____ (achieve) notable success, expanding its presence across Mexico with multiple stores and a robust online platform.

The brand's growth **(5)** _____ **(support)** by substantial venture capital investments, reflecting the strength of its business model and marketing strategies. Castillo's vision **(6)** _____ **(position)** Ben & Frank as a leading name in the Mexican eyewear market.

Despite these achievements, Ben & Frank **(7)** _____ **(face)** challenges, including market pressures and operational hurdles. The highly competitive eyewear industry requires constant adaptation, and the COVID-19 pandemic **(8)** _____ **(introduce)** additional difficulties, affecting retail operations and consumer behavior. Navigating these challenges **(9)** _____ **(be)** crucial for sustaining the company's success and growth.

2. **Vocabulary**. **Read** and choose the correct meaning for each word.

"Castillo has led Ben & Frank to **disrupt** traditional eyewear retail through an innovative blend of ..."

a) to restore
b) to interrupt or break
c) to follow
d) to maintain

"Ben & Frank has faced challenges, including market pressures and operational **hurdles**."

a) a small barrier to jump over
b) a type of race
c) an obstacle or difficulty
d) a celebration

"[...] its presence across Mexico with multiple stores and a **robust** online platform."

a) fragile or delicate
b) strong and reliable
c) weak or unstable
d) [illegible]

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3. **Select** the correct answer for each question based on the provided text about Ben & Frank.

1. What was the primary innovation introduced by Ben & Frank under Mariana Castillo's leadership?

a) Offering free eyewear to customers
b) Combining e-commerce with physical stores
c) Providing luxury eyewear at premium prices
d) Expanding only through online sales

2. What has been a significant factor in Ben & Frank's growth according to the paragraph?

a) Exclusive partnerships with international brands
b) Extensive marketing campaigns and a strong focus on customer experience
c) Reducing the number of stores to focus on high-end markets
d) Offering a limited range of eyewear products

3. What type of business model does Ben & Frank employ?

a) Traditional retail model
b) Subscription-based model
c) Hybrid model combining e-commerce and physical stores
d) Direct-to-consumer luxury model

4. What challenge did Ben & Frank face during the COVID-19 pandemic?

a) Increase in demand for physical stores
b) Changes in consumer behavior and operational restrictions
c) Excessive inventory and over-expansion
d) Complete closure of online sales channels

5. How did Ben & Frank's approach to eyewear differ from traditional methods?

a) By focusing solely on high-end, designer eyewear
b) By offering stylish eyewear at affordable prices through both online and physical stores
c) By creating an exclusive, high-cost subscription service
d) By limiting their product range to only a few styles

6. What ongoing challenge does Ben & Frank face in the eyewear market?

a) Limited consumer interest in eyewear
b) Managing rapid growth and maintaining a competitive edge
c) High cost of raw materials
d) Lack of interest from investors

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