

YOUNG ENTREPRENEUR

Hannah often wondered where she got her business sense from. It didn't come from her father, of that she was certain. When she was a child back in the 1980s, her dad was constantly in and out of work as a baker. Hannah couldn't understand why he hadn't realised that by baking and selling his own bread and cakes, instead of working long hours for someone else, he could make plenty of money of his own – much more than he was earning in the badly-paid jobs he kept getting. But he was a cautious man. Always making sure that nothing went so badly wrong that the family would have no money. Hannah, by contrast, was a risk taker – even at the age of eleven.

Hannah used to make extra pocket money by cleaning the cars of the few people who lived on her street. One day, while Hannah was finishing off her neighbour's Mercedes, the owner brought out a large box of old vinyl records. He said Hannah could take them, so she took them to the local second-hand record shop. This, it turned out, was the first time she was swindled. The man in the shop looked at 11-year-old

Hannah and said, 'These are mostly rubbish – I'll give you five pounds for all of them.' She was quite happy with that, as it was five times as much as she got paid for washing a car. But the next week her neighbour told her that the records were worth a great deal more than that. Hannah was furious, but it was a valuable lesson.

The next year she decided to start her own business. In partnership with her best friend Maria, they decided to start breeding budgies, a kind of small brightly-coloured bird. At the time, they were very popular pets among the kids at school, so it seemed like an obvious gap in the market. Indeed, once they got the pricing right, they sold quite a few. But they soon found that the budgies were multiplying faster than they could sell them. Eventually, Hannah's mum accidentally left the cage open and they all flew away. Hannah told herself that the market for pet budgies was declining anyway – it was just a passing fad.

At the age of 16, Hannah excelled at science, so she started doing a Saturday shift at a local chemist's to make some extra money. It wasn't very well paid, but she was enthusiastic, and introduced one of her ideas to the owner, Mr Pickles, and his staff. When a customer asked for a bottle of indigestion tablets, the staff were supposed to ask, 'Small or large?' – and most customers would say 'small'. Hannah suggested they say, 'Do you want the small bottle for two pounds or the extra value bottle for three pounds?' After that, nearly every customer chose the bigger bottle. Mr Pickles was very pleased, and gave her a raise.

With the money she saved working at the chemist's, Hannah bought a printer – they were quite expensive at the time – and started up a small business which she found much more personally rewarding: the student magazine. By this time, Hannah's parents were used to her little schemes. They weren't exactly encouraging, but they let her get on with things, provided her school work didn't suffer as a result. Her intelligence was obvious to them, and they expected her to carry on her education to university level and become a scientist of some kind. So it came as quite a blow when she announced that, after she completed her A-level exams, she was going to give it all up and concentrate, alongside a new business partner, on magazine publishing.

line 61

Little did they know that within a few years, Hannah would become one of the wealthiest young entrepreneurs in the country.



READING



PREPARE FOR THE EXAM

Reading and Use of English Part 5



1 You are going to read an article about a young entrepreneur called Hannah. For questions 1–6, choose the answer (A, B, C or D) which you think fits best according to the text.

- 1 What do we learn about Hannah in the first paragraph?
A She is influenced by her father.
B She understands the importance of hard work.
C She is willing to take chances.
D She wishes her family was more ambitious.
- 2 When the author says Hannah 'was swindled' (line 19), this means she was
A the victim of dishonesty.
B taught how to do good deals.
C angered by unfair treatment.
D given poor advice by someone she trusted.
- 3 Hannah and her friend's bird-selling business failed because
A people stopped wanting to buy pet birds.
B they were charging too much for them.
C the birds were difficult to keep.
D they couldn't sell them quickly enough.
- 4 When Hannah worked at the chemist's shop, she revealed
A an ability to cooperate.
B a talent for marketing.
C an interest in medicine.
D a lack of respect for customers.
- 5 Regarding Hannah's attempts to make money, her parents
A were happy that she was doing something she enjoyed.
B didn't believe they would lead to academic success.
C were proud of her achievements.
D didn't take them very seriously.
- 6 What does 'it' refer to in line 61?
A living with her parents
B business ambition
C formal education
D publishing