

1. Read the text and solve the following activities

### *Starting a small business*

Do you want to entrepreneur with a great business idea? Starting your own business can be exciting and challenging. Here are some considerations:

Firstly, it's important to develop a solid business plan. You have to set your goals, target market, financial projections, and marketing strategies.

Next, you need to register your business and obtain licenses and permits.

When your business starts, you need to focus on customer. Marketing strategies such as social media advertising, email campaigns, and events can help you to generate sales.

Managing your finances effectively is crucial for the success of your business. Take note of you income and expenses, create a budget, and control your cash flow regularly.

Finally, don't forget to prioritize your employees. Offer them good salaries and opportunities for career development can help retain top talent. Remember, your employees are your most valuable.

Starting a small business requires dedication, hard work, and perseverance, but with planning and strategy, you can turn your entrepreneurial dreams into reality.

2. Find in the text the new vocabulary provided and underline it. Does it help to understand the text?

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3. What other words don't you know? Underline them with a different color.

4. Answer the questions

What are some key steps to consider when starting your own business?

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What can you do to develop a solid business plan?

\_\_\_\_\_

Name some marketing strategies you can use.

\_\_\_\_\_

Is managing your finances crucial for the success of your business?

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How can you prioritize your employees' well-being in your business?

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**5. Choose the best option according to the text.**

a. Where do you set your goals, target market, and marketing strategies for your business?

- a) *Budget*                                      b) *Business plan*                                      c) *Marketing strategy*

b. What is necessary to obtain before starting your business?

- a) *Business cards*                                      b) *Licenses and permits*                                      c) *Employee uniforms*

c. Which marketing strategies can help you get customers for your business?

- a) *Sending letters*                                      b) *Talk to your neighbor*                                      c) *Social media advertising*

d. Why is it important to control your cash flow for your business?

- a) *To impress investors*                                      b) *To ensure your business goes well*                                      c) *To avoid paying taxes*

e. How can help your business to offering competitive salaries?

- a) *By attracting and*                                      b) *By decreasing retaining top talent*                                      *customer satisfaction*                                      c) *By reducing*  
*marketing costs*