

STARTING UP A NEW BUSINESS

Name: _____

Match the phrasal verbs (1–9) with the correct definitions (A–I).
Choose the correct letter.

Phrasal Verb	Meaning
1. Set up ____	A. To reduce expenses to survive financially
2. Come up with ____	B. To face an unexpected difficulty
3. Take out (a loan) ____	C. To develop something successfully over time
4. Save up ____	D. To introduce a new product to the public
5. Bring out ____	E. To accumulate money for a specific purpose
6. Run into ____	F. To invent or generate an original idea
7. Build up ____	G. To stop making an effort
8. Give up ____	H. To borrow money formally, usually from a bank
9. Cut back (on) ____	I. To establish or organize something new

Complete each sentence using the correct form of the phrasal verbs from the box.

set up – came up with – took out – saved up – brought out – ran into
– built up – gave up – cut back (on)

1. After months of research, the entrepreneur finally _____ a business model that attracted investors.
2. They _____ a loan to cover the initial operating costs.
3. Due to low profits, the company had to _____ unnecessary expenses.
4. She _____ her brand carefully through consistent marketing strategies.
5. We _____ several legal issues while registering the company.
6. He _____ enough capital to open a small coworking space.
7. The company _____ an innovative product that quickly went viral.
8. They _____ the organization with the goal of supporting local entrepreneurs.
9. Even after multiple failures, she never _____ on her vision.

Read the text and choose the correct answer for each question below.

When Andrés first came up with the idea of creating an eco-friendly packaging company, he knew the journey would be anything but easy. Although passionate about sustainability, he lacked both funding and experience in entrepreneurship. To overcome this, he saved up part of his salary and eventually took out a small business loan to finance the initial phase of the project.

Once he had gathered enough resources, Andrés set up a modest production workshop in his garage and began testing product prototypes. However, the process was far from smooth. He ran into several obstacles, including unreliable suppliers and low initial demand. At one-point, close friends suggested he should give up, but Andrés refused to abandon his vision.

Instead, he focused on improving the quality of his products and strengthening his online presence. Months later, he officially launched his brand and brought out a new line of biodegradable containers targeted at local restaurants. Gradually, he built up a loyal customer base, and today his company is considered a promising startup in the green economy sector.

1. What can be inferred about Andrés at the beginning of the story?

- a) He had strong business training
- b) He was motivated but lacked resources
- c) He received help from investors

2. Why did Andrés take out a loan?

- a) To support the early project
- b) To open a foreign branch
- c) To hire experienced managers

3. Why did Andrés succeed despite early challenges?

- a) He avoided customer feedback
- b) His friends managed everything
- c) He adapted and stayed persistent

4. Which option best describes the business's development?

- a) Fast success without effort
- b) Gradual growth through persistence
- c) Immediate failure and closure

5. Why did Andrés start by testing prototypes in his garage?

- a) To experiment at low cost
- b) To hide the project
- c) To avoid customer feedback

6. What role did Andrés's friends play in the story?

- a) They suggested he should quit
- b) They managed his finances
- c) They designed the products

7. What is the main purpose of the text?

- a) To promote green products
- b) To explain manufacturing processes
- c) To narrate a journey of effort

8. What best explains why Andrés decided to improve his online presence?

- A) He wanted to avoid working offline
- B) He needed to replace his suppliers
- C) He was looking to increase visibility
- D) He planned to close his physical workshop

9. What does the author suggest about entrepreneurship through Andrés's experience?

- A) It requires expensive technology
- B) It depends mainly on luck
- C) It guarantees quick success
- D) It involves persistence and adaptation

10. Which sentence best shows that Andrés acted strategically rather than emotionally?

- A) He refused to abandon his vision
- B) He launched the brand months later
- C) He improved quality and visibility
- D) He worked inside his garage

11. What can be inferred about the friends' advice in the story?

- A) It was based on market research
- B) It reflected concern but little optimism
- C) It encouraged Andrés to expand faster
- D) It helped Andrés improve his strategy

12. Why does the author include details about unreliable suppliers?

- A) To explain the type of materials used
- B) To justify the price of the products
- C) To criticize the eco-friendly industry
- D) To illustrate realistic business difficulties

13. What does the phrase “gradually built up a loyal customer base” emphasize?

- A) Growth happened slowly over time
- B) Customers were difficult to control
- C) Success depended on advertising only
- D) Growth occurred before the launch

14. What tone best describes the text overall?

- A) Critical and disapproving
- B) Neutral and detached
- C) Encouraging and realistic
- D) Humorous and informal

15. Why is the garage an important symbol in the text?

- A) It represents financial failure
- B) It shows the lack of ambition
- C) It highlights a modest beginning
- D) It proves the business was temporary