READING ABOUT STARTING UP A NEW BUSINESS

NAME: _____

- Read the text and answer the questions below.

From idea to launch

When Laura decided to start her own eco-friendly packaging business, she knew it wouldn't be a walk in the park. She had worked in marketing for years, but becoming an entrepreneur meant starting from scratch.

At first, she came up with a simple idea: reusable food containers for small restaurants. To test the market, she set up a small online store and reached out to local business owners. Some were interested, but others were skeptical. Still, Laura refused to give up.

She knew she had to look professional, so she had a designer create her brand logo and had her website built by a freelance developer. Instead of trying to do everything herself, she chose to have experts handle the technical work. This decision helped her save time and avoid costly mistakes.

Things didn't take off immediately. In fact, during the first month, sales were slow to pick up, and Laura began to feel discouraged. However, a local blogger discovered her products and wrote a positive review. Overnight, orders started to pick up, and her small business finally began to take off.

Today, Laura employs three people and continues to grow. Looking back, she believes that success came from persistence, smart decisions, and knowing when to have others do the things she couldn't manage alone.

Why did Laura decide to become an entrepreneur?

A. She wanted to open a restaurant.

B. She wanted to use her experience to start her own project.

C. She was forced to leave her marketing job.

What was Laura's original business idea?

A. Creating reusable containers for restaurants.

B. Selling marketing services online.

C. Opening a physical eco-friendly shop.

How did Laura test the market for her product?

A. By opening several physical stores.

B. By investing in television advertising.

C. By setting up an online store and contacting local businesses.

Why did Laura have a designer and a developer help her?

A. Because she didn't want to work anymore.

B. Because she wanted to save time and avoid mistakes.

C. Because investors required it.

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What difficulty did Laura experience at the beginning?

A. She had too many employees.

B. Her products were rejected by everyone.

C. Her sales were slow at first.

What caused Laura's business to grow quickly?

A. A positive blog review.

B. A bank loan.

C. A television interview.

What does Laura think was most important for her success?

A. Luck and expensive advertising.

B. Persistence and smart decisions.

C. Hiring many employees quickly.

- Match the expressions with their meanings

Expression	Meaning
1. a walk in the park ____	**a.** To become successful quickly
2. from scratch ____	**b.** To contact someone
3. come up with ____	**c.** To stop trying
4. reach out to ____	**d.** An easy task
5. give up ____	**e.** To create from the beginning
6. take off ____	**f.** To think of an idea

- Complete the sentences using the correct expression.

Starting a business is not _____; it requires patience.

Laura _____ the idea of reusable containers.

She built her brand _____, without investors.

She didn't _____ when sales were low.

The business finally _____ after the blog review.

Laura _____ local restaurants to promote her product.

- Rewrite the sentences using have something done and have someone do something.

Example: Laura created the logo.

→ Laura had a designer create the logo.

→ Laura had the logo created.

The technician repaired the computers.

→ Laura _____.

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→ Laura _____.

A photographer took product photos.

→ Laura _____.

→ Laura _____.

The accountant prepared the financial report.

→ Laura _____.

→ Laura _____.

The marketing assistant managed social media.

→ Laura _____.

→ Laura _____.

The web designer updated the online store.

→ Laura _____.

→ Laura _____.

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