

A NEW BUSINESS

Before you read

1 Answer these questions.

- What is the first thing you do when you go to work or college?
- What do you do at lunchtime?

2 Match the words (1–4) to the correct definitions (a–d).

1 online	a) someone who works for the same company
2 full-time	b) on the Internet
3 web designer	c) working eight hours a day, five days a week
4 colleague	d) someone who designs websites as a job

Reading

Read this article adapted from the *Financial Times* and answer the questions on the next page.

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LEVEL OF DIFFICULTY ● ● ○

Business diary: Paul Trible, Paul Watson

as told to Vanessa Friedman

Paul Trible and Paul Watson are founders of Ledbury, a company that makes luxury shirts. Their company is in Richmond, USA.

The first thing they do every day when they get to work is check customer e-mails. They do about 95 per cent of their business online, selling about 4,500 shirts a month. They sell 5 per cent of their shirts in the store in

Richmond, Virginia.

The company has two full-time employees. They don't have official meetings. They talk to each other. At lunchtime, they go to the shop to talk to customers.

They spend 25 per cent of the day on the phone with their web designer. The website takes a lot of time and money.

To raise money (\$300,000) to

start the business, they asked 20 friends from their business school to invest money. The friends also wear the shirts and introduce their colleagues to the company. For example, an investor who works in a large insurance company in Houston wore their shirts, and in the past four months they got about 12 more customers from there.

1 Match the questions (1–6) to the correct answers (a–f).

1 What does the company make?	a) check e-mails b) their colleagues c) shirts d) Richmond, USA e) talk to customers f) on the phone
2 Where is the company?	
3 What is the first thing Paul Trible and Paul Watson do every day?	
4 What do they do at lunchtime?	
5 How do they talk to their web designer?	
6 Who do friends introduce to the company?	

2 Complete these sentences about the article using *is*, *isn't*, *are* or *aren't*.

- a) Paul Trible and Paul Watson *are* the founders of the company.
- b) Ledbury based in the USA.
- c) There 20 employees, there are two employees.
- d) Most of their customers online.
- e) There a meeting every day.

Over to you

Talk about a company that you know. Say:

- what it is called
- where it is based
- what it sells or makes
- who the founder or chief executive is
- how many employees there are.