

**UNIVERSITY OF TECHNOLOGY AND APPLIED SCIENCES - IBRA**

**LEVEL 3. LISTENING**

**Unit.10 Listening. B Vocabulary, Use the words in the boxes to complete the sentences.**

|                  |               |               |                  |
|------------------|---------------|---------------|------------------|
| <b>achieved</b>  | <b>market</b> | <b>budget</b> | <b>advertise</b> |
| <b>potential</b> | <b>borrow</b> | <b>lend</b>   |                  |

Many people dream of starting their own businesses. However, starting and running businesses are not easy tasks. A lot of planning and preparation are needed to run successful businesses. First of all, entrepreneurs should prepare a detailed 1. \_\_\_\_\_ detailing the possible income and expenditure and strictly implement it. Many businesses fail because they spend more money than planned for different things. It is important to make sure that entrepreneurs should be able to 2. \_\_\_\_\_ money from banks and other institutions at reasonable rates. Banks usually prefer to 3. \_\_\_\_\_ money to large and reputed companies because they don't like to take risks with new, small companies. Entrepreneurs should study the 4. \_\_\_\_\_ carefully to understand the needs and preferences of the customers. They should also be aware of the existing companies they must compete with. There must be enough 5. \_\_\_\_\_ for growth and development or else all the money invested in the company will be lost.

(Biju C Thomas)