

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

**LEVEL3. LISTENING**

**Use the words in the boxes correctly to complete the text.**

achieve	customers	entrepreneurs	borrow
competition	product	advertise	goal

Today, a lot of people want to start their own businesses and become their own bosses.

However, new 1. \_\_\_\_\_ have to face many difficulties before they can become successful. They will have to face stiff 2. \_\_\_\_\_ from big, established businesses. They must also spend a lot of money to 3. \_\_\_\_\_ their products and services on television and popular websites to attract 4. \_\_\_\_\_ to their businesses. It is also very difficult for new businessmen to 5. \_\_\_\_\_ money from banks and other institutions because they prefer to lend money to big businesses.

(Biju C Thomas)