Exercise 4

Match the sentences in the box with the sentences with similar meanings.

For them, time management is crucial. She often invests in business start-ups.
Their target market is the Middle East. They carefully manage their budgets.
They constantly seek to expand their company.
They understand the importance of customer satisfaction.

1. They analyse how long it takes to complete each task.

_____

2. They conduct surveys to find out clients' reactions to their products and services.

_____

3. They want to avoid having financial problems.

_____

4. They ensure that their advertising is suitable for Arab cultures.

_____

5. They are always looking out for new business opportunities.

_____

6. The investor makes big profits from small new companies.

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