

Exercise 5

Read the information. Then look at the underlined information in the summary, and decide what you need to listen for.

Complete the questions. Use the words in the box.

If you have to fill gaps in sentences or in a summary, it can help if you think what question you need to ask yourself in order to find the missing information. Remember, though, that the speaker might not use the same words as in the summary.

Setting up and running an online meals company

Before Victoria Andrews set up the Fresh Ideas company, she did some research to find out who her **(1)** might be.

Then, she had to find a cheap way to advertise her online meals service and used **(2)** to do this.

Although she thinks advertising was important at the start, in the long term it is the **(3)** of the food that she feels is most important.

On her website, she has made it clear that her products come from **(4)** , which customers may approve of.

None of the meals her company suggests require a lot of **(5)** , so people who don't cook for a living should appreciate that.

Advertise food meals products research

1. Who did Victoria _____ ?
2. What did she use to _____ her online meals service?
3. What does she think is most important about her _____ in the long term?
4. Where do her _____ come from, according to her website?
5. What don't her _____ require a lot of?