

New collocations

- 1 Combine the words to form collocations and match them with the definitions. Then, fill the movie review gaps (next page) with the adequate collocation.

1	capital	bank
2	investment	company
3	multi-national	mall
4	service	market
5	shopping	office
6	regional	sector

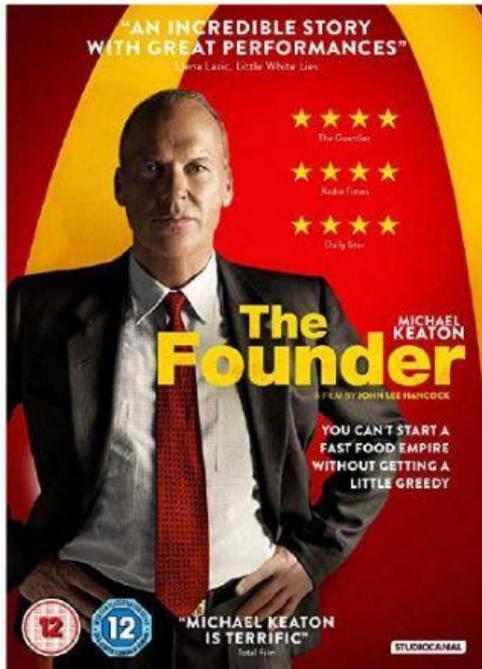
- The companies in an economy that don't manufacture anything, but provide services such as banking, insurance, tourism, etc.
- A company's local office in a different country or city from their main office.
- A place where people and business can deal in stocks and shares, raise finance and make investments.
- A financial institution that specialises in buying stocks and shares, and also gives financial advice to business.
- A large area, often inside a huge building, where there are lots of shops.
- A large corporation with activities in many different countries.

The Founder (2016)

Date: 21/02/2018



10/10



If you're interested in the business world, *The Founder* may be what you're looking for. The film tells the true story of how Ray Kroc, played by Michael Keaton, turned McDonald's into a global fast-food empire. The film shows a great example of how a small business can become a _____ by leveraging the right strategies and partnerships.

In the movie Kroc's success was largely due to his ability to raise funds from the _____. Also, we know that he worked closely with _____ to secure the capital he needed to expand the business, taking the huge risk of losing everything.

Another key factor in McDonald's success was its focus on the food _____. Kroc understood that in order to compete with other fast-food chains, he needed to provide a superior experience to customers. Now we can see how this restaurant is always placed in strategic

locations, such as _____, in which people spend a lot of time buying clothes or hanging out with friends.

In the movie we are shown how Kroc recognized the importance of having a strong and big community, and allies to secure his franchises. He established new _____ to oversee the company's operations in different parts of the country, which allowed McDonald's to quickly adapt to local market conditions and preferences.

Overall, I believe that *The Founder* is the perfect film for anyone interested in business and entrepreneurship. It perfectly explains how a small idea can turn into a global phenomenon with the right vision and execution.