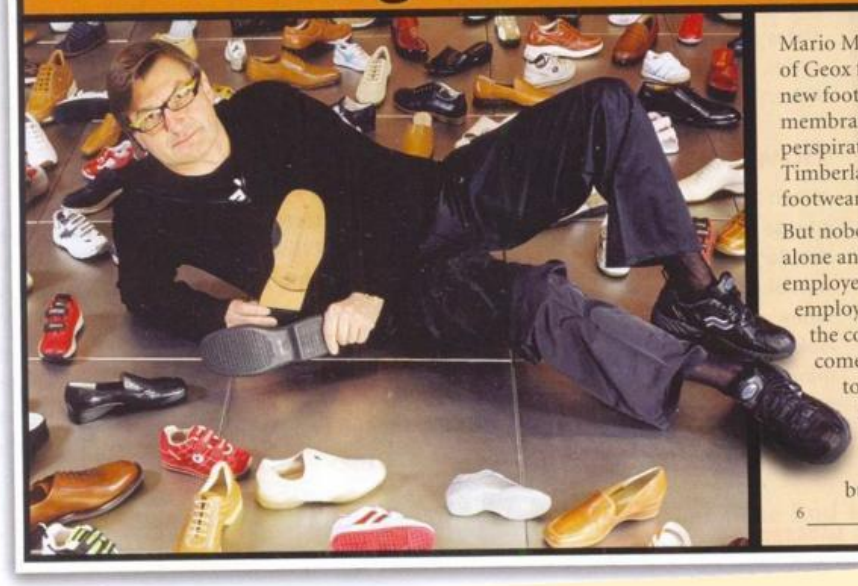
Complete the text with the following words.

Breaking into a new market



Mario Moretti Polegato is the [1] *founder* of Geox footwear. In the early 1990s he created a new footwear [2] _____ : a special membrane that could be used in shoes to prevent perspiration. He approached Nike, Adidas, Timberland, the [3] _____ of the footwear market.

But nobody was interested. So he decided to go it alone and set up his company with five employees. Today the company has 2,800 employees and sales of $350m. Mario thinks the company's next [4] _____ will come from the clothing market and he plans to produce a range of clothes incorporating the same patented material. The only [5] _____ that Geox faces is the same for all fashion businesses: a sudden shift in consumer [6] _____.

opportunity

leaders

trends

threat

founder

concept

LIVEWORKSHEETS