

Exploring Ben & Frank's Journey



1. Listen to the audio recording and fill in the missing words in the text. Choose between present perfect or simple past.



Mariana Castillo, CEO and co-founder of Ben & Frank, (1) _____ (significantly impact) the eyewear market in Mexico. Since establishing the company in 2012, Castillo (2) _____ (lead) Ben & Frank to disrupt traditional eyewear retail through an innovative blend of e-commerce and physical stores. The company's approach (3) _____ (make) stylish, affordable eyewear accessible, earning widespread recognition and a solid customer base.

Under Castillo's leadership, Ben & Frank (4) _____ (achieve) notable success, expanding its presence across Mexico with multiple stores and a robust online platform.

The brand's growth (5) _____ (support) by substantial venture capital investments, reflecting the strength of its business model and marketing strategies. Castillo's vision (6) _____ (position) Ben & Frank as a leading name in the Mexican eyewear market.

Despite these achievements, Ben & Frank (7) _____ (face) challenges, including market pressures and operational hurdles. The highly competitive eyewear industry requires constant adaptation, and the COVID-19 pandemic (8) _____ (introduce) additional difficulties, affecting retail operations and consumer behavior. Navigating these challenges (9) _____ (be) crucial for sustaining the company's success and growth.

2. Vocabulary. Read and choose the correct meaning for each word.

"Castillo has led Ben & Frank to **disrupt** traditional eyewear retail through an innovative blend of ..."

- a) to restore
- b) to interrupt or break
- c) to follow
- d) to maintain

"Ben & Frank has faced challenges, including market pressures and operational **hurdles**."

- a) a small barrier to jump over
- b) a type of race
- c) an obstacle or difficulty
- d) a celebration

"[...] its presence across Mexico with multiple stores and a **robust** online platform."

- a) fragile or delicate
- b) strong and reliable
- c) weak or unstable

Exploring Ben & Frank's Journey



3. Select the correct answer for each question based on the provided text about Ben & Frank.

1. What was the primary innovation introduced by Ben & Frank under Mariana Castillo's leadership?

- a) Offering free eyewear to customers
- b) Combining e-commerce with physical stores
- c) Providing luxury eyewear at premium prices
- d) Expanding only through online sales

3. What type of business model does Ben & Frank employ?

- a) Traditional retail model
- b) Subscription-based model
- c) Hybrid model combining e-commerce and physical stores
- d) Direct-to-consumer luxury model

5. How did Ben & Frank's approach to eyewear differ from traditional methods?

- a) By focusing solely on high-end, designer eyewear
- b) By offering stylish eyewear at affordable prices through both online and physical stores
- c) By creating an exclusive, high-cost subscription service
- d) By limiting their product range to only a few styles

2. What has been a significant factor in Ben & Frank's growth according to the paragraph?

- a) Exclusive partnerships with international brands
- b) Extensive marketing campaigns and a strong focus on customer experience
- c) Reducing the number of stores to focus on high-end markets
- d) Offering a limited range of eyewear products

4. What challenge did Ben & Frank face during the COVID-19 pandemic?

- a) Increase in demand for physical stores
- b) Changes in consumer behavior and operational restrictions
- c) Excessive inventory and over-expansion
- d) Complete closure of online sales channels

6. What ongoing challenge does Ben & Frank face in the eyewear market?

- a) Limited consumer interest in eyewear
- b) Managing rapid growth and maintaining a competitive edge
- c) High cost of raw materials
- d) Lack of interest from investors