

Exercises of Student's Book

BEFORE YOU BEGIN

2 Read the words in the box. Which ones are related to business? Check the meaning of any words you don't know in the Activity Book Glossary or in a dictionary.

Original product service customer typical

Answers:

product service customer

3 Read and listen to the text. If you want to be a successful business person in the future, what skills and qualities should you have?

Students' own answers.

COMPREHENSION

4 Read the text again. Then, match the questions with the correct paragraph.

A Have you got something special?

Your business idea doesn't have to be original, but it has to be different from everything else. Make sure you offer something new.

B Is there a market big enough for product?

Is your idea going to be popular with enough people? Will people feel that they need to get the product? Some market research will

help you find out.

C Is the price right?

If your product or service costs too much, your customers won't buy it. Talk to your future customers to find out whether your price is affordable.

D Who will your customers be?

Who are your typical customers? What will they value in your product or service? Find out as much as you can about your future customers.

E Can you afford to start your business?

How much will it cost to produce your idea? When you work out your costs, don't forget about factory costs, salaries, office equipment, etc.

F Do you have the right experience and skills?

Even the best business ideas won't work if you don't have the skills and the ambition. You will only succeed if you want to!

G Will your business grow?

Can you build on your idea in the future by adding new products or services, entering new areas, or improving the original design?

GRAMMAR

6 Complete the sentences with the correct form of the verbs in brackets.

1. I **haven't seen** my best friend Asma since September.
2. If you eat too many sweets, you **will have** stomachache.

3. I'm **going to buy** a new laptop next year if I have enough money.
4. Omar **has been** in Jordan for more than two weeks now.
5. He **will pass** the English exam if he studies hard.
6. If we go to France in the summer, we're **going to visit** the Eiffel Tower.
7. Sawsan and Laila **have been** friends for five years.

SPEAKING

7 Work in pairs, Say what you would like to be in the future and why. Use these words.

Suggested answers:

I am going to be a doctor because I like to help sick people.

I am going to be a teacher because I like to share knowledge.

I am going to be a business person because I am ambitious.

I am going to be a pilot because I like to discover new places.

I am going to be a policeman because I like to protect people.