



“The dictionary is the only place where success comes before work.” — Anon.

Speaking: Discussion

Work in pairs or small groups. Discuss the following questions.

- 1 Have you ever thought about starting your own business?
- 2 What kind of business would you like to start?
- 3 Do you know anyone who owns a business? What do they say about it?
- 4 What are some advantages and disadvantages of running a small business?
- 5 How is running a small business similar to and different from running a large national or multinational company?

L7 Listening

Listen to five people explaining why they started their own business.

Draw lines from the person’s name to the kind of business they run and their reason for setting up the business.

● NAME	● TYPE OF BUSINESS	● REASON
Pete Foxley	parcel delivery service	made redundant
Roy Meyer	garage	enjoys independence
Verena Graf	computer consultancy firm	make a living from a hobby
Robin Greene	greetings card company	saw a gap in the market
Lisa Menzies	restaurant	can earn money from home

Speaking: Discussion

Work in pairs or small groups. What do you need to do in order to set up your own business? What problems can you anticipate? Make two lists. One example is given for each.

SETTING UP

e.g. come up with a good idea.

ANTICIPATED PROBLEMS

e.g. skeptical bank managers

L8 Listening One

Listen to Mark Emly describing how he set up his business. Number the steps in the order in which they occurred.

- takes out some small loans
- sells wine to 40 states and to Canada
- finds it difficult to find reasonably priced Italian wines
- finds premises
- starts distributing wine from the Sacramento area
- hires part-time assistants

L8 Listening Two

Listen to the interview again. Draw lines from the problems Mark Emly faced on the left to the steps he took to overcome them on the right.

● PROBLEM

- couldn't find cheap office space
- had difficulty getting a start-up loan
- couldn't afford a bilingual secretary

● SOLUTION

- shared staff with another business
- took out small loans from different banks
- hired a couple of language students part-time
- shared premises with another small business
- got some office space from one of the universities
- started with some small loans, built up trust and then took out a larger loan

Speaking: Discussion

Work in pairs. Discuss the following questions.

- What kind of person is Mark Emly?
- Is he like you?
- What kind of people make successful entrepreneurs?

L9 Listening Clinic: Weak Forms

Listen to six sentences. How many words are there? Draw a circle around your choice. Contractions, for example, "she's", count as two words.

- | | | | |
|---|---|---|---|
| 1 | 6 | 7 | 8 |
| 2 | 6 | 7 | 8 |
| 3 | 7 | 8 | 9 |
| 4 | 7 | 8 | 9 |
| 5 | 7 | 8 | 9 |
| 6 | 7 | 8 | 9 |

Now turn to page 107 and check your answers.

■ **L10 Listening**

A management consultant is giving advice on how to set up a business. Look at the list below. Place a check (✓) beside any of the points he mentions, then make a note of the reason.

● ACTION

- come up with an original idea
- design a company logo
- look for qualified personnel
- do some initial market research
- check on your potential competitors
- apply for a government assistance loan
- visit a variety of banks
- prepare a three-year forecast
- put together a viable business plan

● COMMENT

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■ **L11 Listening Clinic: Shared Sounds**

When two similar sounds are next to each other, we usually only say one of them.

Example: A bad decision A bad decision A ba-d-ecision

Work in pairs. Draw a circle to show where the last sound of a word is also the beginning sound of the following word.

- 1 We need to stop paying the distributors so much.
- 2 I believe we can negotiate a better lease with the landlords.
- 3 Think carefully before going into business for yourself.
- 4 We expect the staff to work a lot of overtime.
- 5 Interest repayments suck up a lot of the profits.
- 6 We export to most countries in Latin America now.

Listen and check.

■ **Extension**

Work with a partner. Turn to page 79 and look through the script for L10. Find examples of shared sounds. Listen to L10 again and check.

■ **Speaking: Discussion**

You are going to set up a business in your town or neighbourhood. Look at the types of business below. Grade each one in terms of how successful it could be.

1=most successful 5=least successful

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|---------------------|----------------------|------------------------------|
| hairdresser's | hardware store | a tax consultancy |
| a corner shop | a coffee shop | pizza delivery service |
| a nightclub | a florist | other (what?) |

Now explain your ideas to another student.

Speaking: Discussion and Roleplay

Work in pairs. You are going to set up a business in your town or neighbourhood. Prepare a Business Plan. Use the prompts below to help you.

Kind of Business:

Reason for Selection:

Location of Office/Premises:

Start-up Funds Required:

Source(s) of Financing:

Staff Required:

Staff Salary(ies):

Advertising:

Potential Customers/Clients:

Anticipated Problems:

Projected Annual Turnover:

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Work with a new partner. Student A is a bank manager. Student B is applying for a loan to set up a business.

Student A: Find out as much as you can about the business (What information does a bank manager want?). Do you think it will be a good risk?

Student B: Explain your business plan to the bank manager. Convince him to lend you the money to start up your business.

The Small Business-related web sites can be found at <www.abax.net/bls>