

## Module 1

### Lesson 1

Student's Book pages 4-5

#### A new business idea

#### Before you begin

Look at the picture



**1 What are your plans for the future? Have you ever had a good idea for a new product or service? Work in pairs and compare your answers.**

Answers

Students' own answers

**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

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 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 \_\_\_\_\_

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 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 \_\_\_\_\_

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 \_\_\_\_\_

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 \_\_\_\_\_

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

## Comprehension

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

Do you think you've got a great business idea?

- 1 Can you afford to start your business?
- 2 Do you have the right experience and skills?
- 3 Have you got something special?
- 4 Is the price right?
- 5 Is there a market big enough for the product?
- 6 Who will your customers be?
- 7 Will your business grow?

## Answers

- 1 E
- 2 F
- 3 A
- 4 C
- 5 B

6 D

7 G

**5 Read and listen to the text again and answer the questions. Discuss your answers in a group.**

1 Rearrange the questions 1–7 from exercise 4 in order of importance to you.

2 Is it better to make an expensive product of very good quality or a cheap product of lower quality?

**Answers**

**Students' own answers**

**Module 1**

**Lesson 1**

**Activity Book page 6**

**Vocabulary**

**1 Replace the underlined words with their meanings from the box.**

goods assistance ordinary new and fresh  
people who are buying things  
people who are selling things

1 I've never seen a design like that before. It's very original!

2 For your business to become successful, you have to know more about your typical customers.

3 It's important to give customers good service.

4 Do you often try new products, or do you always use the same one?

5 This company provides us with excellent services. I like it!

MODULE 1 Page 6,  
Exercise 1

1 new and fresh

2 ordinary

3 people who are buying things

4 goods

5 assistance