Business

VOCABULARY PRACTICE

PRE-INTERMEDIATE | A2-B1

Name: _____ **Date:** _____

1 Match each business word with its meaning.

1 business	____	a person who buys something
2 company	____	b money left after costs are paid
3 product	____	c activity of buying and selling
4 service	____	d person who works for a company
5 customer	____	e organisation that sells goods or services
6 owner	____	f thing made or sold
7 employee	____	g work done for a customer
8 profit	____	h person who possesses a business

2 Complete the business expressions with words from the box.

business | **care** | **customers** | **plan** | **products** | **profit** | **research** | **service**

1 start a _____

2 write a business _____

3 do market _____

4 find potential _____

5 sell useful _____

6 offer a personal _____

7 provide good customer _____

8 make a _____

3 Choose the correct word or phrase.

1 A company that has just started is a *new business* / *customer*.

2 People who may buy a product are *potential customers* / *employees*.

3 A factory *manufactures* / *researches* goods.

4 A courier *delivers* / *launches* orders to customers.

5 Information about what buyers want is *market research* / *customer care*.

6 A new product first becomes available when it is *launched* / *expanded*.

7 A business uses an order book to record *orders* / *profits*.

8 A company can grow by *expanding* / *delivering* its business.

Business

4 Complete the start-up story with words from the box.

business plan | **delivers** | **firm** | **launched** | **manufactures** | **market research** | **potential customers** | **profit**

Lena wrote a **1** _____ for reusable lunch boxes. She did **2** _____ to learn what buyers wanted and found many **3** _____. She **4** _____ the business online. Her **5** _____ now employs six people and **6** _____ two types of box. It **7** _____ throughout the country. After paying all its costs last year, the business made a small **8** _____.

5 Read the text. Write T (true) or F (false).

A neighbourhood bakery

Sam opened a small bakery after local residents said they wanted fresh bread nearby. Before opening, he compared prices and asked potential customers which products they preferred. The bakery makes bread and cakes on site and also offers a delivery service. Customer care is a priority, so Sam replies quickly to questions and feedback. The bakery did not make a profit in its first three months, but its order book is now full every weekend.

1 Sam opened the bakery without speaking to local people. T / F

2 He researched prices and product preferences. T / F

3 The bakery only sells products made elsewhere. T / F

4 Customers can have orders delivered. T / F

5 Sam ignores customer feedback. T / F

6 The bakery is busy at weekends now. T / F

6 Match each business need with the correct action.

1 learn what buyers want	____	a expand into a new market
2 explain how the company will operate	____	b get feedback
3 reach more customers	____	c do market research
4 learn what clients think	____	d prepare a business plan

OVER TO YOU

Write **70-90 words** about a simple business idea. Describe the product or service, customers, research, delivery and possible profit.

[ ] Use at least eight target words. [ ] Explain what the business offers. [ ] Identify potential customers.

ANSWER KEY

1 Business words

1 **c** 2 **e** 3 **f** 4 **g** 5 **a** 6 **h** 7 **d** 8 **b**

2 Business expressions

1 **business** 2 **plan** 3 **research** 4 **customers** 5 **products** 6 **service** 7 **care** 8 **profit**

3 Choose the correct phrase

1 **new business** 2 **potential customers** 3 **manufactures** 4 **delivers** 5 **market research** 6 **launched** 7 **orders** 8 **expanding**

4 Start-up story

1 **business plan** 2 **market research** 3 **potential customers** 4 **launched**
5 **firm** 6 **manufactures** 7 **delivers** 8 **profit**

5 Reading

1 **F** - He spoke to local residents first.
2 **T**
3 **F** - It makes bread and cakes on site.
4 **T**
5 **F** - He replies quickly.
6 **T**

6 Business actions

1 **c** 2 **d** 3 **a** 4 **b**

Over to you: Answers will vary. Check target vocabulary, a clear offer and realistic customers.