# Business

VOCABULARY PRACTICE

INTERMEDIATE | B1-B2

**Name:** _____ **Date:** _____

## 1 Match each business term with its precise meaning.

| | | |
|---|---|---|
| 1 business plan | ____ | a produce goods, usually in a factory |
| 2 custom-built | ____ | b list of orders waiting to be completed |
| 3 manufacture | ____ | c period of weak economic activity |
| 4 market research | ____ | d possible buyer |
| 5 potential customer | ____ | e plan explaining how a company will operate |
| 6 order book | ____ | f made specially for a particular buyer |
| 7 recession | ____ | g investigation of what buyers want |
| 8 customer care | ____ | h attention given to customers' needs |

## 2 Complete the business collocations.

**access** | **build** | **competition** | **expand** | **feedback** | **forward** | **launch** | **range**

**1** put _____ a business plan

**2** _____ a new product

**3** roll out a wider _____

**4** _____ the business overseas

**5** _____ a new market

**6** face stiff _____

**7** _____ contacts

**8** get customer _____

## 3 Correct one mistake in each sentence.

**1** The company sells **customer-built** desks. _____

**2** We hope the new range will **launch itself** in May. _____

**3** **Bringing forward**, we plan to enter Asia. _____

**4** We received **a useful feedback** from clients. _____

**5** The firm faces strong **competitions** from abroad. _____

**6** The company did not **do a profit** in its first year. _____

**7** It is difficult to **enter to** a new market. _____

**8** We hope to do more **businesses** in Europe. _____

# Business

## 4 Complete the company profile with expressions from the box.

**access new markets | build contacts | business plan | customer care | get feedback | make a profit | manufactures | market research | potential customers | stiff competition**

Tariq's **1** _____ explained how his firm would sell cycling equipment. Early **2** _____ identified thousands of **3** _____. The company now **4** _____ helmets and lights. It treats **5** _____ as a priority and uses surveys to **6** _____. Although it faces **7** _____, it began to **8** _____ in its second year. Tariq attends trade fairs to **9** _____ and hopes these relationships will help him **10** _____.

## 5 Read the text and answer the questions briefly.

**Why research before launch?**
A strong idea does not automatically become a successful product. Market research can reveal who is likely to buy, what features customers value and how much they are prepared to pay. Interviews provide detailed opinions, while surveys can reach larger groups. Tests with a small number of users may expose practical problems before a full launch. Research does not remove risk, but it allows a company to make better-informed decisions about design, price and promotion.

**1** What does a strong idea not guarantee? _____

**2** Which three things can market research reveal? _____

**3** What advantage do interviews offer? _____

**4** What advantage do surveys offer? _____

**5** Why test with a small group before launch? _____

**6** Which three decisions can research improve? _____

## 6 Rewrite using the word in capitals.

**1** The company introduced the product last spring. **LAUNCHED** _____

**2** The firm increased the number of products it sells. **RANGE** _____

**3** They asked clients what they thought. **FEEDBACK** _____

**4** The company reached buyers in a new region. **MARKET** _____

## OVER TO YOU

Write a **100-120 word** outline for a new business. Cover the offer, research, customers, competition, launch, customer care and growth.

[ ] Use at least ten target expressions. [ ] Explain how evidence shapes the plan. [ ] Identify one business risk.

# ANSWER KEY

## 1 Business terms

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

## 2 Business collocations

1 **forward** 2 **launch** 3 **range** 4 **expand** 5 **access** 6 **competition** 7 **build** 8 **feedback**

## 3 Corrections

1 **custom-built** 2 the new range will **launch** 3 **Going forward** 4 useful **feedback**
5 strong **competition** 6 **make a profit** 7 **enter** a new market 8 do more **business**

## 4 Company profile

1 **business plan** 2 **market research** 3 **potential customers** 4 **manufactures** 5 **customer care**
6 **get feedback** 7 **stiff competition** 8 **make a profit** 9 **build contacts** 10 **access new markets**

## 5 Reading - suggested answers

1 A successful product. 2 Likely buyers, valued features and an acceptable price. 3 Detailed opinions.
4 Reaching larger groups. 5 To expose practical problems. 6 Design, price and promotion.

## 6 Rewriting - possible answers

1 The company **launched** the product last spring. 2 The firm expanded its product **range**. 3 They got **feedback** from clients.
4 The company accessed a new **market**.

**Over to you:** Answers will vary. Check business collocations, use of research and a realistic risk.