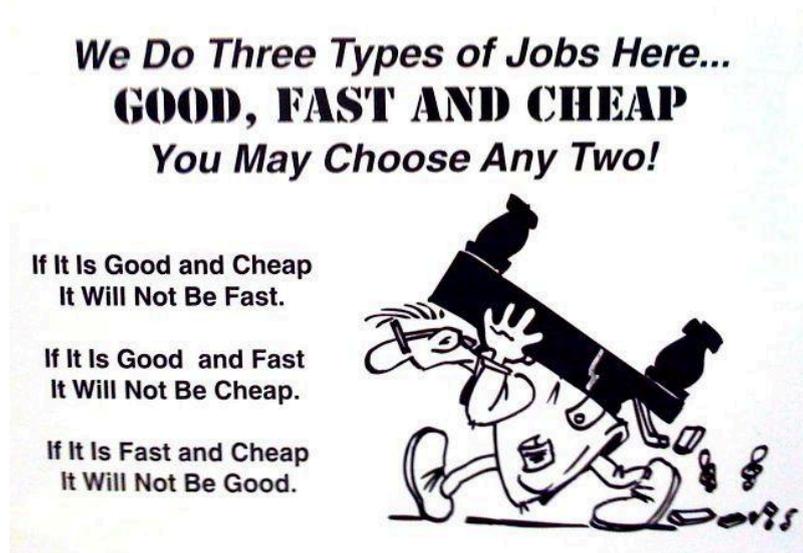


## 7 Business

*“When something is important enough, you do it even if the odds are not in your favor.”*

- Elon Musk (Entrepreneur)



### Did you know?

Some iconic companies started off with very different names. Google was originally called BackRub; Instagram was previously known as Burbn; Lucky and GoldStar later shortened their name to LG. Finally, until 1898 Pepsi was known as Brad's Drink.

Before becoming famous for its video game consoles, Nintendo manufactured playing cards.

90% of zippers are made by one Japanese company - Yoshida Kogyo Kabushikikaisha.

All Amazon employees, including Jeff Bezos, spend two days every two years working at the company's customer service desk. This practice helps employees understand the customer service process.

# 7 Business

## Mixed up vocabulary

marketing	a company becomes this when it runs out of money
bankrupt	spend money to tell people about your product on TV, radio, etc.
advertise	when two or more companies are in the same business sector
entrepreneur	the strategy a company uses to promote and sell its products
capital	a person who takes a financial risk to start a business
budget	money used to start or grow a business
competition	the money a company allocates for a specific purpose

## Idioms and collocations

Dunkin Donuts spotted *a \_\_\_\_\_ in the market* and became very successful.

In the restaurant business, you will be faced with a lot of *red \_\_\_\_\_* .

We couldn't make a profit so, we decided to *cut our \_\_\_\_\_* and close the business.

They were in the right place at the right time and managed to *corner the \_\_\_\_\_* in pet accessories.

I had a business partner, but *we didn't see eye to \_\_\_\_\_* so I bought his half of the company.

*losses tape market gap eye*

## 7 Business

Which are the most successful companies in your country?

Can you think of any gaps in the local market which could be filled?

How difficult do you think it is to start a business in your country?

Do you have a business card?

Do you think that some businesses should be state-owned?

Would you like to start your own business? What kind of business would it be?

What kinds of businesses might have trouble surviving in the future?

Can you think of any companies which have a bad reputation? Is it deserved?

Have you seen any good or memorable advertising recently?

Do many people own stocks and shares in your country? Why or why not?