

2.1 Rearrange the letters to make words. Use the definitions in brackets to help you.

- 1 entrepeenur entrepreneur
(someone who starts a company and makes business deals)
- 2 citapal _____
(money used to start or invest in a business)
- 3 funoder _____
(someone who starts an organization)
- 4 prmeeiss _____
(the buildings that a company uses)
- 5 puchrase _____
(formal buy something)
- 6 tunvorer _____
(the money a business makes = revenue)
- 7 seahrs _____
(the equal parts of a company which people can buy and sell)
- 8 actisiquion _____
(buying another company; = take-over)
- 9 cotellaral _____
(property or money that you promise to give the bank if you cannot pay back a debt)
- 10 damend _____
(the desire or need that customers have for a product)

2.2 Match an item on the left with an item on the right to make phrases from the text opposite.

- | | |
|----------------|----------|
| 1 start-up | equity |
| 2 exit | name |
| 3 brand | company |
| 4 a going | market |
| 5 private | concern |
| 6 a gap in the | strategy |
-
- | | |
|----------|-------------------------|
| 7 do | a profit |
| 8 employ | capital |
| 9 fail | staff |
| 10 make | some market research |
| 11 raise | to get enough customers |
| 12 rent | premises |

2.3 Complete the sentences with phrases from Exercise 2.2.

- 1 The founder of the company is going to retire next year. I think he'll probably sell the business as _____. But first he needs to _____ to see who might be interested in taking over the business.
- 2 If the company is going to expand, they will need to _____. They can either ask the bank, issue new shares, or try to attract _____.
- 3 She wants to start her own business and she thinks she can see _____. She has money of her own, so the first steps are to _____ in a suitable location, purchase equipment and employ staff.

2.4 Underline the correct word in italics.

- 1 The bank *lends you / borrows you* money.
- 2 You *lend money / borrow money* from the bank.
- 3 So 'lend' is temporary *giving / taking*.
- 4 And 'borrow' is temporary *giving / taking*.
- 5 The bank gives you *a lend / a loan*.

2.5 Complete the table below.

Verb	Noun
1 _____	development
2 distribute	_____ (activity)
3 promote	_____ (activity)
4 _____	employment
5 own	_____ (activity)
6 grow	_____
7 _____	expansion
8 compete	_____ (company) _____ (activity)
9 fail	_____
10 _____	acquisition

2.6 Complete sentence b) with one word. The meaning must be the same as sentence a). All the words appear opposite.

- 1 a) How are we going to distribute our product?
b) What distribution channels are we going to use?
- 2 a) She was the founder of the business.
b) She set _____ the business.
- 3 a) The company is growing strongly.
b) The company has strong _____.
- 4 a) This year the company will make neither a profit nor a loss.
b) This year the company will break _____.
- 5 a) Who supplies them?
b) Who are their _____s?
- 6 a) A lot of people know their brand name.
b) Their brand name is very well-_____.
- 7 a) They're an established business and they make a profit.
b) They're an established, _____ business.
- 8 a) The company is going to be listed on the stock exchange.
b) The company is going to go _____.
- 9 a) Why did the business fail?
b) Why did they go _____ of business?
- 10 a) Their customers were late in paying them so they couldn't pay their bills.
b) Their customers were late in paying them so they had cash _____ problems.

See page 146 for some discussion topics.