

Open Forum 3

Web Site Worksheet

Chapter 10

Name: _____

Date: _____

1. Preparing to Listen

You are going to listen to a conversation between three business partners. Before you listen, think about the following questions.

If you could start up a small business, what would it be?

Why do you think some small businesses fail?

2. Listening for Main Ideas

Read question 1. Listen to the conversation. Then, put the topics discussed in the correct order from 1–10.

1. What are the top ten reasons why small businesses fail?

- _____ a. employees
- _____ b. competition
- _____ c. location
- _____ d. flexibility
- _____ e. customer service
- _____ f. paperwork
- _____ g. cash flow
- _____ h. unrealistic goals
- _____ i. poor marketing
- _____ j. closed-minded owners

3. Listening for More Detail

Read questions 2–9. Listen to the program again and choose the correct answer for each question.

2. How can businesses avoid losing customers to the competition?

- a. Don't open a business near another similar business.
- b. Charge lower prices than the competition.
- c. Find new ideas in order to become better than the competition.

- 3. How can Libby help with advertising?
 - a. She's a marketing professional.
 - b. She was an advertising major in college.
 - c. She has friends in the advertising industry.
- 4. What does flexibility mean?
 - a. The partners need to change their business plan from time to time.
 - b. The partners need to change roles at times.
 - c. The partners need to learn new skills.
- 5. Why is their business plan to combine a bookstore with a coffee shop?
 - a. The coffee shop brings in customers who will eventually buy books.
 - b. The coffee shop and bookstore will bring in different types of customers.
 - c. There are already many coffee shops in Glen Ridge.
- 6. Why is Glen Ridge a good location for this business?
 - a. It has a large population.
 - b. There is a major university in the town.
 - c. Two major roads pass through it.
- 7. Where are the partners getting the money to start their business?
 - a. business loans and their own investments
 - b. borrowing money from friends
 - c. their own savings
- 8. What does "closed-minded" mean?
 - a. having a bad business plan
 - b. not willing to accept new ideas
 - c. always wrong
- 9. Why do the partners believe they have a good business plan?
 - a. They are going to be millionaires by New Year's Day.
 - b. They have read many business websites.
 - c. The local business support group liked their plan.