

# 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.