

It needs a good location.

• Asking about what's necessary

• Describing what's necessary

1 Vocabulary

A Look at the customer review about a clothing store. Complete the sentences with the words in the box.

logo service prices idea location marketing

The _____ next to the train station is very convenient. All the employees were helpful and the _____ was great. The _____ are also affordable. Nothing is too expensive. Oh, and I really liked the _____. It's simple, but cool. The store recently did creative social network _____. It was a good _____. I would definitely go again!

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B PAIR WORK Tell your partner about two successful businesses in your city and why you think they are successful.

2 Conversation

CD2 22 A Listen. What things does Carmen think are important for starting a café? What doesn't she think is important?



Carmen: I really want to open my own café. _____

Greg: What do you need to run a successful café?

Carmen: It needs a good location, like near a school, so I can get business from students. _____

Greg: That's a good idea. Is it necessary to have low prices?

Carmen: Definitely. The prices have to be affordable. It must have free wireless Internet, too. _____

Greg: Do you think you might need a more original idea?

Carmen: No, I just need to sell quality coffee.

Greg: I hope you're right. So, what are you going to name it?

Carmen: Name? I haven't thought of one. _____



B PAIR WORK Practice the conversation. Then find the best places to add the sentences below to the conversation and practice it again.

- | | |
|-----------------------------------|--------------------------------------|
| 1. They're always hungry! | 3. I think I'd be really good at it. |
| 2. Let's try to think of one now. | 4. I want customers to feel relaxed. |

3 Language Booster

A Notice the different ways we ask about and describe what's necessary.

Asking about what's necessary

What do you need to run a successful café?
Is it necessary to have low prices?
What else do you have to have?

Describing what's necessary

It needs a good location.
The prices have to be affordable.
It must have free wifi.

B PAIR WORK Ask and answer questions about what is necessary to run these businesses successfully.

a hair salon an Internet café a used bookstore

4 Listening

CD2 23 A Listen to the beginning of an interview with a TV talk show host and the author of the book *Running a Small Business*. Mark the statements **T** (true) or **F** (false).

- _____ 1. Every business is different.
_____ 2. Location is important for every business.
_____ 3. Word of mouth can't make a restaurant in an inconvenient place a success.
_____ 4. Customer service and quality products are important for all businesses.

CD2 24 B Listen to the rest of the interview. What does every business need to do to be successful?

1. _____ 2. _____ 3. _____

ONLINE PRACTICE

SPEAK with CONFIDENCE

A PAIR WORK Imagine you want to open one of these businesses. What do you need to make it successful?

a flower shop
a boutique hotel
a language school
a clothing store

A successful flower shop needs friendly service.

Right. And the employees have to know a lot so they can answer questions.

B GROUP WORK Compare your plans with another pair. Are there additional things that you think are necessary in both plans?

