- 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.

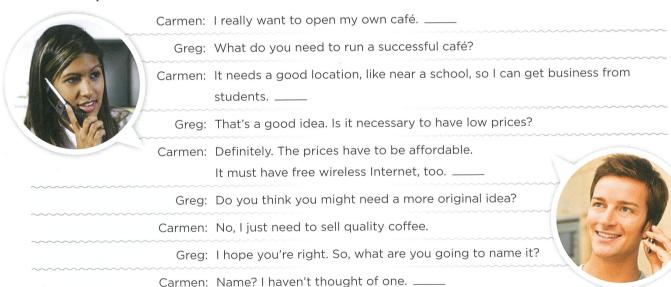
logo	service	prices	idea	location	marketing

The	•				
	was great. Thea	are also affordable. Nothing is too expensive. Oh, and I really			
liked the	It's simple, but cool. The	e store recently did creative social network			
It was a good	I would definitely (go again!			
Email Boo	okmark Name this link	Was this review ? Helpful Amusing Not Helpful			

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

2 | Conversation

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



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!	3.1 think I'd be really good at it.
2. Let's try to think of one n	ow. 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	Describing what's necessary	
What do you need to run a successful café?	It needs a good location.	
s it necessary to have low prices?	The prices have to be affordable.	
What else do you have to have?	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

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?

2. _____ 3. ____



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



BUSINESS