

# Business Result Upper-intermediate

## Student's Book Answer Key

### 10 | New business

#### Starting point

##### Possible answers

- 1 to be your own boss, to make money, a new challenge, to be more motivated by work, having a good idea
- 2 initial finance, compensating for lack of expertise and skills in certain areas, competition, getting good advice and help
- 3 Currently, online selling / retail seems to be a successful area to move into whatever part of the world you come from. However, answers may vary according to the students' country.

#### Working with words

1

	James Murray Wells	Jurga Zilinskiene
<b>Nature of business</b>	sells glasses and contact lenses online at a low price	runs one of the top translation companies in the UK
<b>Sources of finance</b>	his father	her own money (profit from previous ventures)
<b>Biggest problem</b>	getting the manufacturers to work with him (because they didn't want to damage their relationships with big retailers)	lack of financial backing limited speed of expansion
<b>Advice</b>	You need a sound business plan and to see a gap in the market.	Be prepared to take risks and be self disciplined. 'Do your homework'* and have a clear effective business model.

\* This is a common phrase in business meaning 'do your research'.

2

- |                        |                       |                    |
|------------------------|-----------------------|--------------------|
| 1 venture capitalist   | 5 business plan       | 9 start-up capital |
| 2 stake                | 6 network of contacts | 10 turnover        |
| 3 return on investment | 7 business angel      | 11 loan            |
| 4 gap in the market    | 8 financial backing   | 12 business model  |

3

- 1 gap in the market
- 2 start-up capital
- 3 loan
- 4 business model
- 5 business plan
- 6 / 7 business angel / venture capitalist

- 8 stake
- 9 return on investment
- 10 network of contacts
- 11 financial backing
- 12 turnover

4

- 1 important
- 2 generous
- 3 helpful

- 4 difficult
- 5 brilliant
- 6 different

- 7 perfect
- 8 excellent

- a gradable
- b ungradable

c The adverb *really* can be used with either.

5

**gradable:** kind, nice, expensive, risky, complex, profitable, high (good, rich, famous)  
**ungradable:** terrible, fantastic, impossible, outrageous, useless, ridiculous, wonderful (incredible, amazing, awful)

6

### Suggested answers

- 1 That's totally outrageous!
- 2 It can be extremely risky.
- 3 That's absolutely fantastic!
- 4 That must be really worrying for you.
- 5 That's completely impossible.
- 6 That's incredibly high.

7

### Possible answers

- 2 They might need help with finance and start-up capital. As well as approaching business angels or investors, they might be able to get funding from local councils / government departments who are keen to sponsor initiatives for reducing congestion.
- 3 Previous schemes to encourage road users and commuters to give up their own private transport have not been wholly successful. People prefer the independence and comfort of cars. The PIN number cars may offer the users comfort but the scooters are likely to attract only a niche market in the same way that some people take collapsible bicycles to work. In addition to this, people will also only ride scooters in good weather.

## Business communication skills

2

**conversation 1:** A phone call at work / Ex-work colleagues / Had a promotion / New local member of staff

**conversation 2:** At an airport / College friends / Works in car industry / Business contacts

**conversation 3:** In a coffee shop / Business acquaintances / Business has lost customers / Contacts in Internet insurance business

3

a 3    b 1    c 2

4

1 h    2 e    3 f    4 a    5 g    6 c    7 b    8 d

6

a 1h, 2e, 5g                      b 3f, 4a                      c 6c                      d 7b                      e 8d

7

**conversation 2:**

a        What are you doing here. / When was the last we saw each other?

b        What about you? / What have you been up to? / Are you still working in ...?

c        By the way, could you do me a favour?

d        Could you put me in touch with ...?

e        Let's chat about that over dinner.

**conversation 3:**

a        Good morning ... Thank you for finding the time to meet. / It's been a long time since we've been in contact.

b        How's life treating you? / How's business with you? / What's been happening?

c        And with that in mind, maybe I could ask you for a favour.

d        We are looking for ... and I wondered if ....

e        It sounds an interesting proposal. / Send me the details. / I can't promise anything, though.

## Language at work

1

1 c (present perfect simple)

2 b (present perfect continuous)

3 a (present perfect simple)

2

1 temporary (present perfect continuous)

2 permanent (present perfect simple)

# Business Result

3

*for* is used to describe an amount of time and *since* is used to refer to a point in time.

4

- 1 I've worked out a final price - b (It is finished and the speaker has made final conclusions.) I've been working out a final price - a (This is unfinished.)
- 2 I've been calling Mrs Fischer - a (The situation is unfinished. Presumably the speaker has to keep calling.) I've called Mrs Fischer - b (The speaker won't call again because he/she has left a message.)
- 3 I've worked with Karen - b (This is permanent.) I've been working with Karen - a (This is temporary.)
- 4 We've been hiring - b (This emphasizes the activity.) We've hired - a (This emphasizes the result.)

## Case study

### Discussion

1, 2, 3

#### Possible responses

- 1 Eastern food has become popular in the West such as noodles and sushi. Pizza and pasta have also become exports around the world. Students may have more specific examples from their own countries.
- 2 Businesses will need to decide whether to keep the product in its original form or to adapt it for other cultural tastes or assumptions. Some of their marketing may need to educate a culture in the uses of a product. They will also need to consider perceptions of a culture and associations with the product. For example, products made in Norway often have the Norwegian flag on their packaging because this is associated with quality in many countries. Alternatively, when two countries disagree politically, one country may discourage consumers from buying another culture's products.
- 3 One of Miho's skills was developing contacts. She initially stayed in New York with friends. Then she developed a crucial relationship with Mrs Wilpon in New York. She persuaded a contact to work on the IT database in order to make money. She borrowed money from her parents. The moral of her story is that contacts and 'favours' are two of the key factors in starting a new business.