**BE70: Planning: Listening and Reading**

**A: Listening: 2.30** Jan Sanders is a business consultant and the author of Unplan your business. In the first part of the interview, he answers the question ‘How far ahead should businesses plan?’. Listen and complete these notes.

• Depends on \_\_\_\_\_\_\_\_\_\_\_\_\_

• Three-year contracts should have a plan for \_\_\_\_\_\_\_\_\_\_\_\_\_

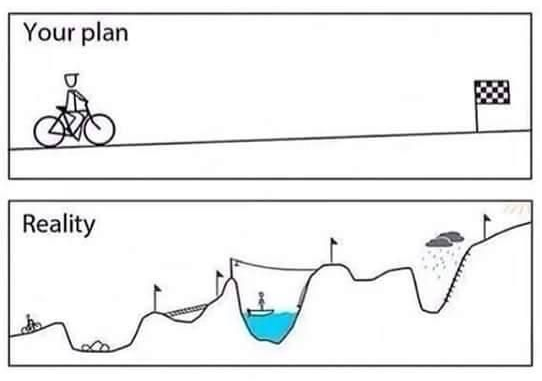
• Three years is a long time for \_\_\_\_\_\_\_\_\_\_\_\_\_ businesses and new businesses entering the market in the field of \_\_\_\_\_\_\_\_\_\_\_\_\_

• Ian likes the idea of a \_\_\_\_\_\_\_\_\_\_\_\_\_plan, because it's very \_\_\_\_\_\_\_\_\_\_\_\_\_

• Problem with business planning: it can sometimes be business \_\_\_\_\_\_\_\_\_\_\_\_\_

**B: Listening: 2.31** Listen to the second part and complete this audio script.

I think the best business plans are ones that are \_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_enough to take into account changing markets and changing situations. Any plan that is too \_\_\_\_\_\_\_\_\_\_\_\_\_ or too set in \_\_\_\_\_\_\_\_\_\_\_\_\_ becomes very unwieldy, because it can't accommodate economic changes, market changes, \_\_\_\_\_\_\_\_\_\_\_\_\_ changes.

**C:** Which word in Exercise B refers to the ability to change easily, and which two words or phrases refer to the opposite?

**D: Listening: 2.32** Listen to the final part and answer these questions.

1 What is it important for entrepreneurs to do?

2 Ian talks about an entrepreneur he met recently. What business had the entrepreneur set up?

3 Why did the entrepreneur eventually succeed?

**E:** What are the advantages and disadvantages of writing a business plan?

**A: Reading:** Which of these would you normally find in a business plan?

1 business aims 3 management team 5 staff holidays

2 opening hours 4 financial forecast 6 assessment of the competition

**B: Read the article** on the opposite page and complete this chart.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | job/position | company | type of company | location |
| Dan Scarfe |  |  |  |  |
| David Hieatt |  |  |  |  |
| Rajeeb Dey |  |  |  |  |
| Paul Maron-Smith |  |  |  |  |

**C: Read the article** again and answer these questions about the four people in Exercise B.

1 How many people did not write a business plan for their present companies?

2 Who thinks that setting fixed aims involves too much time and is not valuable?

3 Who says that some plans don't work because we don't know what will work?

4 Who thinks that planning often leads to doing nothing?

5 Who provided the finance for the companies themselves?

6 Which of the four is not against business plans?