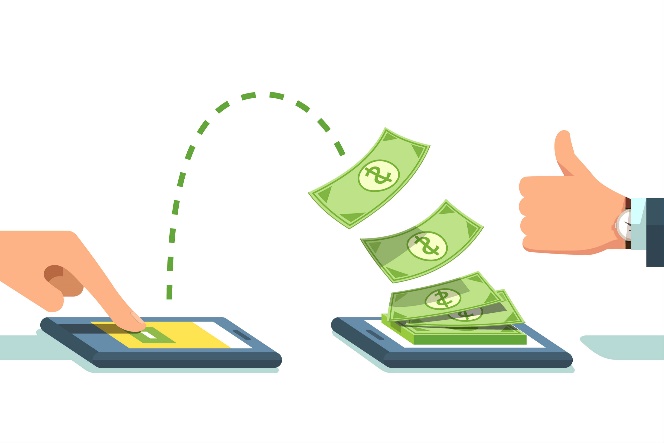
**BE62: New Business: Listening and Reading**

**A: Listening: 2.2** Abdirashid Duale is the Chief Executive Officer of Dahabshiil, a global money-transfer company. Listen to the first part of the interview and answer these questions.

1 How many countries does the company transfer money to?

2 Dahabshiil helps four types of people or organisations. What are they?

**B: Listening: 2.3** Listen to the second part and complete these notes. All successful new businesses have to:

• have a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

• have a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

• know how they are going to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_that vision

• motivate their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

• keep their customers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

• maintain their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_with their customers

• make sure that the customers are happy with their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

• manage the difference between their income and their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**C: Listening: 2.4** Susan Barratt, the CEO of Nature's Way Foods, talks about the advice she would give to anyone starting their own business. Listen and complete this extract from the audio script.

I hope they've got lots of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ I think it is difficult and quite hard \_\_\_\_\_\_\_\_\_\_\_\_\_\_, and needs a significant level of commitment. I think it's really, really important to make sure you understand the \_\_\_\_\_\_\_\_\_\_\_\_\_\_and who your customers are going to be. And how you differentiate yourself, or make yourself different, from any of your \_\_\_\_\_\_\_\_\_\_\_\_\_\_ in that marketplace.

People will only go to you and buy your \_\_\_\_\_\_\_\_\_\_\_\_\_\_ or your service if they feel it is added \_\_\_\_\_\_\_\_\_\_\_\_\_\_ over and above what they can get elsewhere, or something they can't get elsewhere.

So, for me, understanding the market and the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is absolutely critical to the success of the business. The other key thing is that you've got sufficient \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Discuss these questions.**

1 What sort of problems do new businesses face?

2 What advice would you give to someone starting their own business in your country?

A: Which new business has impressed you most in the last six years?

Why did it impress you?

B: Work in pairs. Student A, read Article A on the opposite page. Student B, read Article B. Make notes in this chart.

|  |  |  |
| --- | --- | --- |
|  | Article A | Article B |
| name of new business |  |  |
| name of founder |  |  |
| age of founder |  |  |
| age of business at time of writing |  |  |
| location of new business (city and country) |  |  |
| number of employees |  |  |
| what the new business is/does |  |  |

C: Note down two other interesting pieces of information about your article.

D: Give your partner an oral summary of your article, then take notes as you listen to your partner's summary.

E: Work in groups of three or four. Think about a business you could start as a group. Consider these questions.

1 What kind of business would it be?

2 Which country and city would you like to locate your new business in? Think of the factors mentioned in Starting up, Exercise A.

3 What do you already have as a group? Think about skills, experience and contacts.

4 What other strengths do you have? What about your gaps?

5 What difficulties do you think you may face? How will you overcome them?