

Would you like to start your own business when you're older? Joe meets young British entrepreneurs who are doing just that, and gets expert advice from Sir Richard Branson on how to make your business a success.

Do the preparation task first. Then watch the video and do the exercises to check your understanding. Remember you can read the transcript at any time.

Preparation: matching

Match the vocabulary with the correct definition and write a–g next to the numbers 1–7.

- | | | | |
|--------|-----------------------------------|----|--|
| 1..... | a niche in the market | a. | a person who starts and manages a business, accepting the risks and hoping to make money |
| 2..... | an entrepreneur | b. | a person who goes into new areas (of land, thought, research, or development, etc.) before other people, |
| 3..... | set up | c. | make a product, especially using machines |
| 4..... | manufacture | d. | think of, discover or produce (an idea, solution, design, etc.) |
| 5..... | come up with | e. | a special area of demand for a product |
| 6..... | a pioneer | f. | make someone do something difficult without any preparation, help or training |
| 7..... | throw somebody in at the deep end | g. | start or establish (a business) |

1. Check your understanding: multiple choice

Circle the best answer to these questions.

- One problem in golf is ...
 - the long walk to get the ball.
 - the difficulty of learning the game.
 - the danger of balls hitting people.
- The small, lightweight golf cart can ...
 - carry two people.
 - easily fit in your car.
 - help you improve your technique.
- Arnold came up with the idea for the golf cart while he was ...
 - at school.
 - at university.
 - working at the golf course.

4. Arnold says golf is ...
 - a. not as important as design for him.
 - b. an enjoyable hobby.
 - c. the major passion in his life.

5. Richard Branson remembers that being a young entrepreneur is ...
 - a. exciting.
 - b. tiring.
 - c. hard.

6. Sir Richard says a business is ...
 - a. all about the people that work there.
 - b. knowing that the customer is always right.
 - c. having an idea that makes a positive difference to people's lives.

7. Arnold manufactures his golf cart in ...
 - a. Britain.
 - b. China.
 - c. Germany.

8. Arnold's golf cart is also ...
 - a. allowed in parks.
 - b. easy to carry by hand.
 - c. legal on the roads.

2. Check your vocabulary: gap fill

Complete the gaps with a word from the box.

course

challenges

boot

invention

end

walk

niche

workshop

1. Wherever you are playing golf, there can be a long _____ to get the ball after hitting your shot.
2. The RolleyGolf offers a new way to get around the golf _____.
3. The small and lightweight golf cart fits in the _____ of your car.
4. Arnold took the RolleyGolf idea to a golf course and discovered there was a _____ in the market.
5. Sir Richard Branson was once in Arnold's position, facing the same _____ as a young entrepreneur.

6. Sir Richard says that when he first started he just threw himself in at the deep _____.
7. Many of the parts for Arnold's invention are handmade in a small _____ in South London.
8. Arnold's _____ is now legal on the roads, so Joe decides to borrow one to get home.

Discussion

Would you like to have your own business? Why?/Why not?

If you were going to set up your own business, what type of product or service would you offer?