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so many

GREAT
JOB

Unit 8 / Reading 2

In business



3 Work In pairs or small groups. Put the steps in starting a business into the correct order.

7

SEVEN STEPS TO STARTING YOUR OWN BUSINESS

Market the product	1 _____
Take advice	2 _____
Look to the future	3 _____
Get financial support	4 _____
Do your research	5 _____
Have an idea	6 _____
Develop your product	7 _____



Read the article. Then complete the tasks.

We asked three young business people about their experience of starting up in business. Here is what they said.

.....

► Three years ago, when he was just fourteen, Pete Finn developed an app that was so popular that he sold it to a major IT company, giving him the money to spend on developing new ideas. His advice:

'I never had any training. I just jumped straight into things. After all, you don't want to spend a long time getting everything perfect and then find the market has disappeared. But my lack of experience meant that I made some expensive mistakes at first. In the end, someone warned me against putting all my profits into developing new ideas instead of keeping some back to pay tax. But before that I'd had some unpleasant moments.'

► Seventeen-year-old Anita Simons started out making jewellery for friends and now sells it to top fashion shops and direct to the public via her online company. She says:

'One of the most important things I've had to learn to do is decide the most effective way of spending money. You need to work out the financial figures and have them checked by someone who understands money. Luckily my parents are both in business themselves, so they advised me to spend more on marketing, less on product development, or whatever. Wherever it comes from, getting good advice is very important.'

► Hashem Ali is the nineteen-year-old owner of a company that makes online music videos. His top tips:

'I think initially the key thing is to understand the market. Work out who your potential customers are, who your competitors are, what they offer and how you could do it better. It's easy these days to get professional help with this kind of market research. After that, just be determined and don't give up if things get difficult (which they almost certainly will at some point). Starting and running a business is hard work. If you think it's only going to be a nine-to-five job, you should go and do something else.'

سألنا ثلاثة رجال اعمال شباب عن تجربتهم في بدء عمل تجاري . اليك ما قالوه.

قبل ثلاث سنوات عندما كان فقط في الرابعة عشر من عمره طور "بيت فين" برنامجا تطبيقيا الذي كان شائعا حتى انه باعه لشركة تكنولوجيا معلومات كبرى معطية له الملل لانفاق على تطوير افكار جديدة . نصيحته: انا لم أتلق أي تدريب . فقط انخرطت مباشرة في هذه الامور. بعد كل شيء لا تمضي وقتا طويلا في عمل كل شيء على افضل صورة و من ثم تجد ان السوق قد اختفى. و لكن قلة خبرتي أدت إلى ارتكاب بعض الأخطاء باهظة الثمن في البداية. في النهاية حذرتني احد الأشخاص من وضع كل ما عندي من أرباح في تطوير افكار جديدة و بدلا من ذلك ينبغي الاحتفاظ ببعضها لدفع الضرائب. و لكن قبل ذلك مررت بلحظات غير سارة.

أنيتا سيمونز فتاة في السابعة عشر من العمر بدأت عمل مجوهرات للأصدقاء و الآن تبيعه لأفضل محلات الموضة و مباشرة إلى جمهور العامة عن طريق شركتها من خلال الانترنت. أحد أهم الأمور التي كان علي أن أتعلّمها هي أن أقرر طريقة فعالة في انفاق المال. فأنت تحتاج أن تنجز الحسابات المالية و تجعل شخصا آخر يفهم بالأمور المالية أن يدققها. لحسن الحظ والدي أنفسهما يعملان في المجال التجاري، لذلك نصحوني أن أنفق أكثر على التسويق و أن أنفق أقل على تطوير المنتج و الأمور الأخرى. أي كان مصدرها، الحصول على نصيحة جيدة أمر مهم جدا.

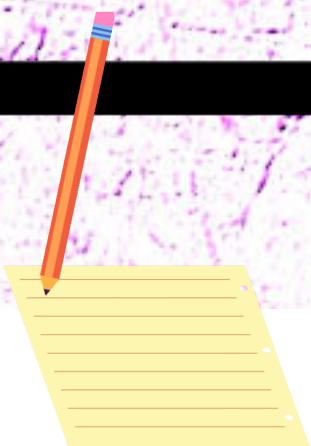
هاشم علي يبلغ من العمر تسعة عشرة عاما، مالك لشركة تعمل أشرطة فيديو موسيقية بالانترنت. اليك أفضل نصائحه. أعتقد مبدئيا أن الأمر الأساسي أن نفهم السوق. قدر من هم زبائنك المحتملين، من هم منافسيك، ماذا يقدمون و كيف يمكنك أن تفعل أفضل منهم.. من السهل هذه الايام أن تحصل على مساعدة مهنية مختصة من هذا النوع من البحث التسويقي. بعد ذلك كن فقط مصمما و لا تستسلم اذا الأمور أصبحت صعبة (و التي سوف تكون كذلك بالتأكيد في مرحلة ما) . الشروع ب و إدارة عملا تجاريا هو عمل شاق. إن كنت تعتقد أنها ستكون وظيفة من الساعة التاسعة حتى الخامسة، فعليك أن تذهب و تعمل بشيء آخر.



fill the following table from the text:



name	experience	problem	his/ her advice	other's advice
Pete Finn	developed an app	<ul style="list-style-type: none">* no training* lack of experience	don't spend much time in getting everything perfect.	<ul style="list-style-type: none">* don' spend all profits on marketing.* keep <u>some</u> to pay tax.
Anita Simon	<p>making jewellery</p> <div><p>friends</p><p>top shops</p><p>online company</p></div>		<ul style="list-style-type: none">* decide the effective way to spend money.* work out financial figures by someone who understands money.	<p>*Spend</p> <div><p>less on more</p><p>developing marketing</p></div>
Hashem Ali	online music videos		<ul style="list-style-type: none">* be determined* don't give up* understand the market	



1 Answer the questions. Which person ...

1 had help from family members?

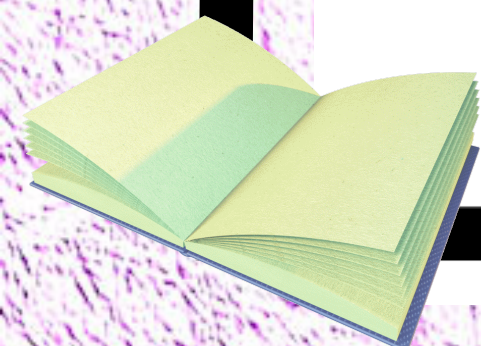
4 advises people not to wait too long?

2 warns that success doesn't come easily?

5 talks about spending priorities?

3 learnt from his/her mistakes?

2 What advice do all three people give? (It is one of the seven steps in the table.)



English Language
Paper: -----
Time: 3:00 hours
Total Marks: (150)

بسم الله الرحمن الرحيم
امتحان شهادة الدراسة الثانوية العامة "الإنجليزي"
لعام 2018
الفرع : الادبي Literary Stream

دولة فلسطين
وزارة التربية والتعليم العالي
الإدارة العامة للقياس والتقويم والامتحانات
Date: 8 \12\ 2018

Reading and comprehension: (65 Points)

Question Number one(25 points)

Read the text about two business people then do the tasks below: (25 points)

Seventeen-year-old Anita Simons started out making jewellery for friends and now sells it to top fashion shops and direct to the public via her online company. She says:

'One of the most important things I've had to learn to do is decide the most effective way of spending money. You need to work out the financial figures and have them checked by someone who understands money. Luckily my parents are both in business themselves, so they advised me to spend more on marketing, less on product development, or whatever. Wherever it comes from, getting good advice is very important.'

Hashem Ali is the nineteen-year-old owner of a company that makes online music videos.

His top tips:

'I think initially the key thing is to understand the market. Work out who your potential customers are, who your competitors are, what they offer and how you could do it better. It's easy these days to get professional help with this kind of market research. After that, just be determined and don't give up if things get difficult (which they almost certainly will at some point). Starting and running a business is hard work. If you think it's only going to be a nine-to-five job, you should go and do something else.'

1. Complete the table with missing information from the text: (10 points)

Name	Product selling	The way for marketing
Anita		
Hashem		

2. Answer the question. Which person: (10 points)

- had help from his family members. _____
- warns that success doesn't come easily. _____
- talks about spending priorities. _____
- advises others not to give up. _____

3. Complete the sentences with information from the text: (5 points)

- According to Anita's parents _____
- According to Hashem the key thing to succeed in business is _____
- Both Anita and Hashem consider _____ as an important point.

English Language
Paper: -----
Time: 3:00 hours
Total Marks: (150)

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امتحان شهادة الدراسة الثانوية العامة "الإنجلز"

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1. Complete the table with missing information from the text: (10 points)

Name	Product selling	The way for marketing
Anita	Jewellery	friends / top shops / online company
Hashem	online music videos	online company

2. Answer the question. Which person: (10 points)

- a. had help from his family members. Anita
- b. warns that success doesn't come easily. Hashem
- c. talks about spending priorities. Anita
- d. advises others not to give up. Hashem

3. Complete the sentences with information from the text: (5 points)

- a. According to Anita's parents more than developing products.
- b. According to Hashem the key thing to succeed in business is to understand the market
- c. Both Anita and Hashem consider taking advice as an important point.

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Thank
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