

Aim High 4 Listening Test 6 Answer Key

1

- 1 T
- 2 F
- 3 T
- 4 F
- 5 F

2

- 1 a
- 2 b
- 3 c
- 4 b
- 5 c

3

- 1 6,000
- 2 £5,000
- 3 cookery
- 4 design
- 5 500

4

- 1 She needs to buy cake tins and the ingredients for the cakes.
- 2 They said they liked the cakes and they would be happy to sell them.
- 3 He has done a lot of market research among teenagers.
- 4 They said his T-shirts were unusual and innovative.
- 5 He will sell them at a market and online.

[3.1]

Presenter: Welcome to Business World. Today we're talking to the two finalists in our 'Young Business' competition. Remember, we invited young people to come up with a business idea, and we offered the winner a prize of £5,000 to invest in their business. We had over 6,000 entries, and our judges have chosen the two best ones. It's now up to you, the listeners, to vote for the winner. Let's welcome our first guest, Adele Thompson. Hello, Adele. Tell us about your business idea.

Adele: My business is called 'Cakes of the World'. I want to make and sell cakes from different countries around the world. I'm studying cookery at college, so making the cakes is no problem for me. And I'm sure that people will buy them.

Presenter: What about the overheads? Do you need a lot of specialist equipment?

Adele: Not really. I can make the cakes from home, so the main overheads are buying the tins to make the cakes in, and obviously purchasing the ingredients for the cakes.

- Presenter:** Tell us about your marketing. How will you sell the cakes?
- Adele:** I took some samples of my cakes to a food shop in my town. They said they really liked them and they would be happy to sell them. I also want to set up a website and sell them online.
- Presenter:** Well, Adele brought some of her cakes to the studio today, and I can assure you they are delicious! So, to our second finalist, Michael Fenton. Tell us about your business idea.
- Michael:** I want to design and sell T-shirts.
- Presenter:** And how will you offer something better than your competitors?
- Michael:** It's all about good design – that's more important than cost. I'm a design student, and I've got loads of good ideas for T-shirt designs. I've done a lot of market research among teenagers, so I know what they want. I've also shown my designs to a lot of young people, and they all said they really liked them.
- Presenter:** Well, our judges said the designs were unusual and innovative. What about start-up costs?
- Michael:** They're quite small. I do my designs on my computer, so that doesn't cost anything. To start with, I'll use another company to do the printing for me. If the business is successful, I can then invest in my own equipment to do my own printing. I need money to get about 500 T-shirts printed, so I can start selling them.
- Presenter:** And where will you sell them?
- Michael:** To start with, I've got a stall in a market in my town. I can also sell them online.
- Presenter:** Well, good luck to you both, because now it's time for you, the listeners, to vote for the winner. All you have to do is ... [fade]