

Unit 5 Success

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Passion into profit

PAGE 43

Past simple

PAGE 46

Career skills: Telling a story

PAGE 47

Dilemma: Organic growth

PAGE 48

Passion into profit

Keynotes

A **start-up** is a new business. Many people decide to **start up** their own business because they have what they think is a good **business idea** and they want to become **entrepreneurs**. But it is important to prepare a good **business plan** before you start. You need to know if there is a **demand for** the products or services you want to offer. If you can **finance** the operation, find customers and beat the **competition**, you have a good chance of making a **profit**. Then you can call your business a **success**.

