



Unit 2

Starting a business



Unit 2 Starting a business

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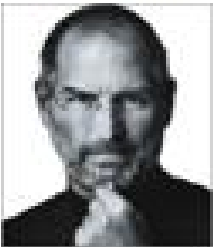


Reviewing

1. Reviewing



Bill Gates is the founder of Microsoft. Bill Gates is now worth nearly \$ 90 billion.



Steve Jobs was the CEO of Apple Computer Corporation. He was worth \$ 25 billion before he died.



Mark Zuckerberg is the founder and CEO of the Facebook, he is now worth \$ 13.5 billion.



Ma Yun is Chief Executive Officer (CEO) of the Hangzhou-based Alibaba Networking Technology Co. in Zhejiang Province. He is now worth about ¥ 7.9 billion

1. Reviewing

- Want to run/open a shop
- Find a job as
- Take over
- Work with somebody as a partner
- Sole trader/ partnership/ limited company/ public company
- ...

1. Reviewing

Steps to Start Your Business

Step 1: Get an idea

Step 2: Do your research

Step 3: Make a business plan

Step 4: Plan your finances

Step 5: Choose a business ownership

Step 6: Pick and register your business name

Step 7: Get licenses and permits

Step 8: Set up your business location

Step 9: Choose your accounting system

Step 10: Promote your business





Lead-in

2. Lead in

- Today we are going to share our business plan
- The name of our company is ...
- Strengths and weaknesses
- Target customers
- Market
- ...

2. Lead in





Group presentation



Summary



THANKS

