

Active Vocabulary: 20

Grammar Structures: 4/4

Linkers: 16

Total: 578 words

Monologue on *BUSINESS*

<i>You are going to give a talk about BUSINESS.</i>	The text of the monologue	Vocabulary, Grammar Structures, Linking Words and Phrases
Step 1. Introduction 1. Start with a hook sentence that will attract the listener's attention (a quote, a proverb, etc.). 2. Lead your speech steadily to the main part of your talk. 3. The introduction may consist of 3-6 sentences.	Many people nowadays are starting businesses in an attempt to make a fortune. As the saying goes, from rags to riches. They open their own coffee shops, beauty salons, or online stores—whatever their imagination allows. However, not every venture turns into a highly profitable business many of them go bankrupt. Mark Zuckerberg once said, "The most important thing in business is to focus on creating something important." But is that enough for success? Let's delve into this topic in more detail.	to make a fortune As the saying goes from rags to riches However turns into a highly profitable business go bankrupt
Step 2. In Business 2.1 What are the reasons for business success? 2.2 Speak about some typical problems an entrepreneur may face.	Of course, to succeed in business, a tremendous amount of work is required. Firstly, it is necessary to do some market research to understand what the customer needs. Secondly, you need to make a business plan. Thirdly, recruit talented employees is essential. Additionally, you must provide good quality customer service and promote your product. And finally, sell the products at a price that covers the costs. These are just a few points that will help you achieve success and manage your business properly. But when starting a business certain difficulties may arise that need to be addressed. For instance, charging a high price for your product may cause customers to turn to your competitors. Furthermore, it is crucial to deal with tax properly otherwise, this could lead to serious consequences. And naturally, you should depend too much on one main customer, as this won't allow your business to grow and reach a broader audience.	Of course to succeed in business Firstly to do some market research Secondly to make a business plan Thirdly recruit talented employees Additionally provide good quality customer service promote And finally sell the products at a price that covers the costs manage your business properly But when starting a business certain difficulties may arise that need to be addressed For instance charging a high price Furthermore to deal with tax properly And naturally

		depend too much on one main customer
Step 3. Business Icons 3.1 What makes a business icon? 3.2 Speak about a famous Russian businessman/business woman. Why is he/she successful?	<p>Business icons are individuals who have succeeded in their ventures. Their companies are known worldwide. They have a successful negotiation and sign contracts, as well as invest in local communities. They always get good deals for the company. As a result, the products and services they sell are in high demand. They think outside the box and achieve success.</p> <p>Pavel Durov is a successful Russian businessman known for founding VKontakte, the largest social networking service in Russia, and later creating the messaging app Telegram. Durov's success can be attributed to his innovative approach to technology and his ability to anticipate and capitalize on emerging trends in social media and messaging platforms. As an entrepreneur, Durov has demonstrated strong leadership and a keen understanding of user needs, which has allowed him to create and grow successful digital products. Durov's commitment to privacy and security in messaging, as well as his dedication to free speech, has also contributed to his success and the widespread adoption of Telegram.</p>	have a successful negotiation sign contracts invest in local communities get good deals for the company As a result think outside the box Durov's success can be attributed
Step 4. CREATIVE THINKING Introduce your own extra idea(s) on the topic that hasn't/haven't been mentioned before. Justify your choice.	<p>And now let's look at the most popular forms of doing business. There are various types of businesses, including sole proprietorships, partnerships, corporations, and limited liability companies. A sole proprietorship is a business owned and operated by one person, while a partnership involves two or more individuals sharing ownership and responsibilities. Corporations are separate legal entities with shareholders, and limited liability companies offer a combination of the benefits of both partnerships and corporations. Each type of business has its own advantages and disadvantages, and the choice of business structure depends on factors such as liability, taxation, and management.</p>	
Step 5. Conclusion Summarise the ideas of steps 2,3,4.	<p>In conclusion, I want to say that running a business is a complex process that is not given to everyone. There can be a huge number of problems, and if the entrepreneur cannot cope with them, then his business is doomed to fail. I want to emphasize once again the words of Mark Zuckerberg that you need to create what people really need. And then this thought, combined with the proper management of your company, will bring good results.</p>	In conclusion I want to say if the entrepreneur cannot cope with them, then his business is doomed to fail I want to emphasize once again I want to emphasize once again the words of Mark Zuckerberg that you need to create what people really need