

Monologue on *BUSINESS*

Active Vocabulary: 21, Grammar Structures: 8, Linkers: 12. Total: 550 words

You are going to give a talk about BUSINESS.	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.	Business is all around us. Whatever area we take, there is business in it. TV, shopping, social media and so on. I can say that business is not just an organization comprising people who strive together to achieve common objectives and goals, it is the foundation of the economy and human life. I strongly believe that it is difficult to organize your own business because you always take risks. Peter F. Drucker, widely known and influential thinker on management, said : «Whenever you see a successful business, someone once made a courageous decision». So, let's talk about business.	Comprising said
Step 2. In Business 2.1 What are the reasons for business success? 2.2 Speak about some typical problems an entrepreneur may face.	Success in business can be attributed to various factors. Firstly , charging a reasonable price for products or services ensures competitiveness in the market while maintaining profitability. Secondly , proper tax management is essential to avoid legal issues and maximize financial resources. Furthermore , avoiding over-dependence on one main customer mitigates the risk of sudden revenue loss. Conducting market research allows businesses to understand customer preferences and adapt strategies accordingly, enhancing their chances of success. Entrepreneurs often face numerous challenges in their business endeavors. Cash flow problems, bad debts, or poor planning can lead to bankruptcy or failure if not addressed promptly . Additionally , over-dependence on one main customer exposes businesses to significant risks if the customer relationship falters . Providing quality customer service is crucial for maintaining customer satisfaction and loyalty. Neglecting to invest in the local community may result in missed opportunities for brand building and customer engagement. Properly managing the business on a day-to-day basis is vital for sustained operations and growth.	Firstly charging a reasonable price Secondly proper tax management Furthermore avoiding over-dependence on one main customer Conducting market research allows businesses market research Cash flow problems, bad debts poor planning bankruptcy if not addressed promptly Additionally over-dependence on one main customer if the customer relationship falters quality customer service Neglecting to invest in the local

		community Properly managing the business on a day- to-day basis
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>Several factors contribute to making a business icon. Possessing entrepreneurial skills is often the key reason for success, enabling individuals to succeed in business by identifying opportunities and leveraging resources effectively. They demonstrate the ability to build up a highly profitable business through strategic planning and innovative thinking. Moreover, their capacity to come up with ideas, negotiate favorable deals, and achieve win-win results in negotiations sets them apart in the business world. Finally, a business icon is characterized by their exceptional leadership, vision, and ability to inspire others to achieve greatness.</p> <p>One notable Russian businessman is Mikhail Prokhorov. He is successful due to his entrepreneurial skills and strategic decision-making. Prokhorov has built up highly profitable businesses in various sectors, including finance, metals, and media. He is known for his ability to get good deals for companies and negotiate contracts that benefit all parties involved. His successful negotiations have led to significant business expansions and investments, contributing to his overall success in the business world.</p>	<p>Several factors contribute to making a business icon. Possessing entrepreneurial skills is the key reason for success, enabling individuals to succeed in business by identifying opportunities and leveraging resources effectively. They succeed in business, build up a highly profitable business. Moreover, they come up with ideas, win-win results. Finally, their entrepreneurial skills built up highly profitable businesses. He is known for his ability to get good deals for companies and negotiate contracts, get good deals for companies, negotiate contracts, successful negotiations.</p>
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>One idea that might be useful is to conduct employee-led brainstorming sessions. By allowing team members at all levels of the organization to share their thoughts and perspectives, this can lead to unique and innovative solutions that would not otherwise be considered. This approach not only develops employees' sense of belonging and expands their capabilities, but also contributes to the development of a culture of cooperation and creativity within the company. By applying this approach to idea generation, businesses can leverage the diverse talents and knowledge of their employees to achieve success.</p>	
Step 5. Conclusion Summarise the ideas of steps 2,3,4.	<p>In conclusion I'd like to say it is very interesting and at the same time risky to start a business. However, this can become a lifelong affair and will bring not only profit, but also pleasure.</p>	<p>In conclusion I'd like to say. However, not only but also.</p>