# TOEFL IBT Test 5 crvena

Writing 2

# Milica grupa toefl

The proffesor is discussing the topic of owning their own business. The reading passage deals with the same topic. The lecturer uses a few points to put the information from the reading passage into question.

Firstly, the professor is talking about how franchise force franchise owners to buy goods and services for expensive prices. She mentions that you can find different suppliers for much better prices on the market. On the other hand the reading passage states that the main problem in owning your business is choosing the right supplier. The reading passage mentions that most of franchising companies have reliable suppliers. Clearly, the lecturer disaproves of this part of the reading passage.

Secondly, the professor mentions problem in advertising. When you pay a fixed fee to a franchise, it does all the advertising for you, but it does not advertise your business. Franchise company spends a lot more money for advertising than you would spend on your private company, but it helps them grow their business, not yours. In contrast, the author of reading passage maintains that advertising a unique product is important in order to sell it, but because franchise company does all the advertising for franchise owner, he only needs to sell already popular product. As before, the professor challenges this point from the reading passage.

Finally, the lecturer talks about security. She states that buying independent business from previous owners is a lot better option than being a franchise owner. It has double chance to succeed than starting your private business from beginning. However, the reading passage shows that failure rate is much lower when starting a franchise. Today, business environment is too competitive and starting a franchise is good opportunity for inexperienced business owners. As before, the professor challenges this point from the reading passage.

In a nutshell, the professor and the reading passage are in contrast. The lecturer uses several points to cast doubt on the reading passage in regards to the topic of starting a private business.

340 reci 23 min