

## WRITING A BUSINESS PLAN

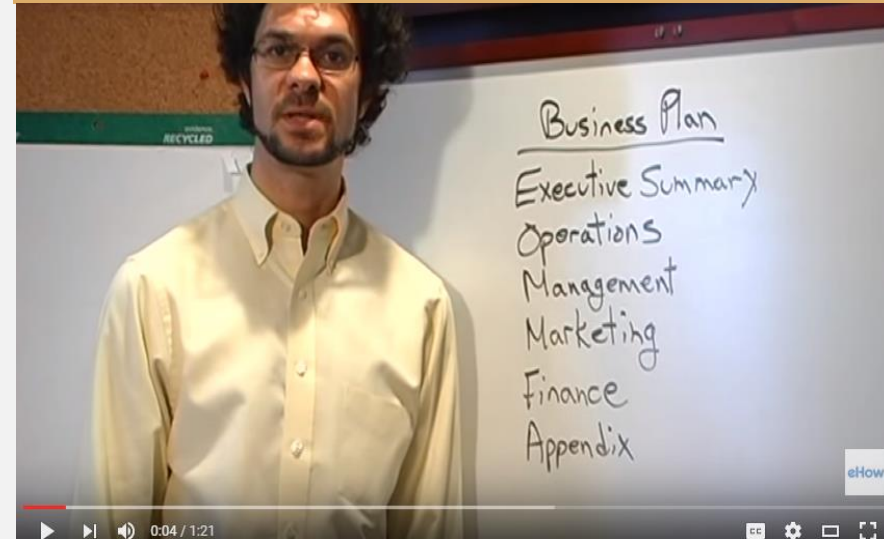
In 30 seconds, answer the questions:

- Have you ever written a business plan?
- Do you think it is difficult to write a business plan?

Watch the video, then answer the given questions in 60 seconds:

1. What are the components of a business plan?
2. What are some requirements of each component?

## Video



**Source:** <https://www.youtube.com/watch?v=cza0FIZmppA>



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# Wear Your Words

Listen and repeat. Then, choose a word to define.

1. **Innovation (n)** /ˌɪnəˈveɪʃn/

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2. **Mission (n)** /ˈmɪʃn/

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3. **Address (v)** /əˈdres/

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4. **Scenario (n)** /səˈnæriʊs/

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5. **Procedure (n)** /prəˈsiːdʒər/

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6. **Forecast (v)** /ˈfɔːrkæst/

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**Make a sentence using that word.**

**Example:** *It is difficult to **forecast** the demand for the new train service.*



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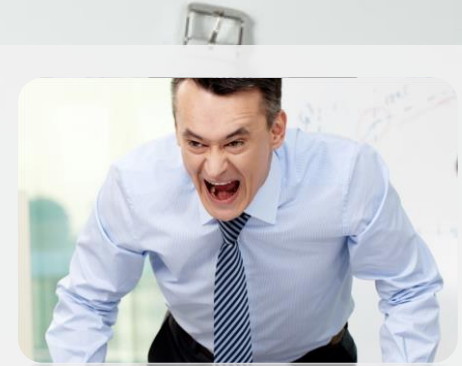
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# Wear Your Words

Explanation of two useful idioms:

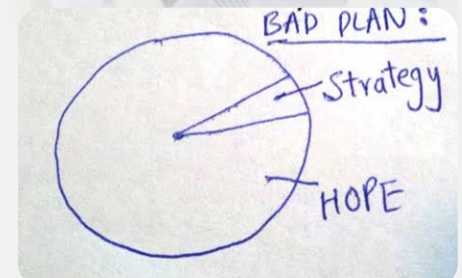
**Be written all over somebody's face**

(of a feeling) to be very obvious to other people from the expression on somebody's face



**Not worth the paper it's written/printed on**

(of an agreement or official document) having no value, especially legally, or because one of the people involved has no intention of doing what they said they would



## Examples:

- ✓ *Guilt was written all over his face.*
- ✓ *That contract isn't worth the paper it's written on.*

**Make a sentence using one of the given idioms.**



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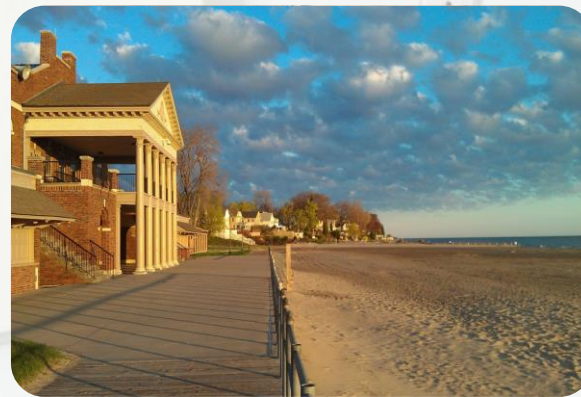
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**Structure:**

**S + plan + how + S + V.**

**Example:** I have been planning how the company is going to allocate its resources.

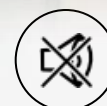
**Make a sentence using the given structure.**



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**Pair Work:** In 180 seconds, discuss how to write a business plan with your partner.

## Suggestions:

- ✓ Summary: tell the reader what you want
- ✓ Business description: a short description of the industry
- ✓ Market strategies: define a target market
- ✓ Competitive analysis: determine the strengths and weaknesses of the competitors within your market
- ✓ Development plan: description of products
- ✓ Financial factors
- ✓ Etc.



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# Assessment Form

Here are some comments on your performance.

Student	Pronunciation	Vocabulary	Grammar
1.			
2.			
3.			
4.			
5.			
6.			

**Feel free to ask if you have any questions!**



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- ✓ Vocabulary related to writing a business plan
- ✓ **Two idioms:**
  - Be written all over somebody's face
  - Not worth the paper it's written/printed on
- ✓ **Structure:**
  - S + plan + how + S + V.
- ✓ Discussion about how to write a business plan



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# Homework

Complete your mission and find more in related lessons.

<b>Your mission</b>	<ul style="list-style-type: none"><li>✓ Take note of what you need to improve (Vocabulary, Grammar and Pronunciation)</li><li>✓ Practice the related lessons in the course browser <a href="#">here (It doesn't apply to all students)</a></li><li>✓ Take those lessons</li></ul>
<b>Recommendations</b>	<ul style="list-style-type: none"><li>✓ <a href="#">147-pronunciation: long /i/ vs. long /o/ (#0297)</a></li><li>✓ <a href="#">169-pronunciation: silent /h/ (#0306)</a></li></ul>
<div><p>Excellence</p><p>★★★★★</p><p>Click on the star to rate I am most satisfied</p><div><p>Teacher</p><p>Technical quality</p><p>Material</p></div></div>	<ul style="list-style-type: none"><li>✓ Please don't forget to rate our lesson today</li></ul>



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