

Collocations

Lesson 16 Business Quiz Answers

Growing up, I always knew that my father expected me to **run** the family farming business someday - but I really wanted to **set up** my own company. Plus, my dad was terrible at managing his finances, and his business was constantly on the verge of going **bankrupt**

I didn't want to be a **rival** to my parents' company, so I opened a small supermarket in a neighboring town and hired / signed / drew two employees. We made a **deal** with my father, agreeing that he would be our primary supplier of fresh fruits and vegetables. Despite the tough **competition** in the sector, our little store managed to break **even** its first year in operation.

Our market **research** showed that there was a big demand for organic food in the area, so we began offering primarily organic products and raised our prices. Some of our customers **took** their business elsewhere, but others came from miles away due to our reputation for excellent products and friendly customer **service**.

Last fall, we **launched** our own line of organic fruit juices, and that's when things really started to **take off**. We opened up a café next door to the supermarket, and business is **booming**.

With the **profit** we're making, we can now invest in expansion and open a branch in another city. We're even **doing** business internationally - I'm about to sign a **contract** with an organic coffee supplier from South America.