
LISTENING

PART 3



MASTER

The logo consists of a dark blue rectangular background. On the left side of the rectangle, there is a vertical white line. The word "MASTER" is written in large, bold, white, sans-serif capital letters across the top half of the rectangle. Below it, the words "CENTRO DI ALTA FORMAZIONE" are written in smaller, white, sans-serif capital letters, arranged in two lines.

CENTRO DI ALTA
FORMAZIONE

LISTENING PART 3

- La parte della comprensione orale si divide in QUATTRO parti e dura 30 minuti.
 - Nella terza parte ascolterai qualcuno parlare (due volte) e bisogna inserire l'informazione giusta usando da UNO a CINQUE parole.
 - Prima di procedere, ti invito a scaricare il pdf sulla parte di Listening. In questo modo, sarai in grado di seguire questa lezione con più facilità e svolgere gli esercizi in modo più accessibile.
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COME SVOLGERE QUESTO ESERCIZIO?

- Leggi le domande per capire il contesto, così saprai a cosa prestare attenzione quando inizia l'audio. Sottolinea le parole chiavi per capire quali sono i concetti principali.
 - Se la prima volta non capisci quale sia la risposta giusta, avrai la seconda possibilità per prestare maggiore attenzione.
 - Una volta terminato il compito, rileggi le risposte e controlla che tutto sembri giusto.
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Listening Part 3

You will hear someone talking. You will hear the person twice. Complete the information. Write short answers of one to five words.

Franchising notes

1. Quality required for entrepreneurship:

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2. Australian franchise percentage:

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3. Main reason entrepreneurs choose franchising:

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4. Benefit of promoting well-known goods:

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5. Type of training to franchisees:

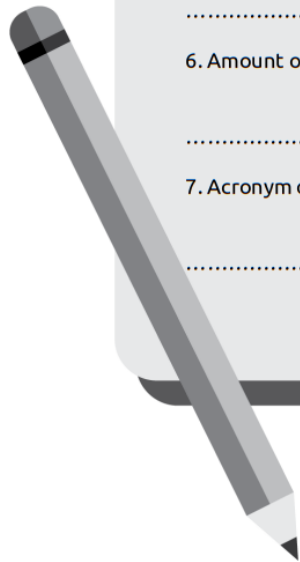
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6. Amount of ongoing service fee:

.....

7. Acronym of association:

.....



ECCO LE SOLUZIONI...

Question	Answer
1. Quality required for entrepreneurship:	self-reliance
2. Australian franchise percentage:	forty-six/46
3. Main reason entrepreneurs choose franchising:	limited risk of failure <i>[or similar]</i>
4. Benefit of promoting well-known goods:	national advertising
5. Type of training to franchisees:	How to grow (the/their) business <i>[or similar]</i>
6. Amount of ongoing service fee:	percentage of (annual/yearly) turnover
7. Acronym of association:	BFA

Ladies and gentlemen. Welcome to today's talk on franchising. Hopefully, by the end of the session the concept of franchising will be clarified and perhaps some of you may go on to become franchisees. However, taking on a franchise is not easy and you need to be a certain type of person. Somebody asked me recently whether entrepreneurs are born or made. That question is too simplistic. What I do think is needed though is a certain amount of self-reliance.

So what exactly is franchising? Well, basically it's about licensing and distributing a product or a service. The company sells you the product and you sell it on to the public. Many well-known brands are franchises, like The Body Shop, for instance. In fact, fifty per cent of all retail businesses in the US operate through franchises and in Australia, it's forty-six.

The joy of franchising is that the organisation will deliver back-up managerial skills to complement your talent for business. It is also a relatively safe environment. All entrepreneurs have to assess risk and most people opt for franchising because of the limited risk of failure.

Now – what are the advantages of getting a franchise rather than starting your own business from scratch? Well, firstly, and most importantly, you don't need a brand new idea. The product will have already been tried and tested and may even be quite well-known. And if it **is** a well-known product with an established company, you'll get the benefit of national advertising. There is clear delineation about who's in control. The franchisee owns the outlet and operates his or her business on a daily basis. The franchiser or company supplies the product and gives support. Franchisers usually provide training to their franchisees on how to grow the business and can even help secure funds. It's this mix of the individual entrepreneur **and** the franchising organisation which appeals to many.

Normally, if you take on a franchise, you'll need to pay an initial fee. This can be quite expensive and if you lack funds, you might need a loan. However, unlike when trying to get a loan for a new business, there are often plus points if it's a franchise and your bank manager sees the potential in your business plan. After you pay the initial fee, there is an ongoing service fee, normally a percentage of the turnover each year.

Remember that franchises are a bit like leases. They don't go on forever and it's important you are aware of this. In some countries, there are special business laws concerning franchises, in others this is not the case. If you want more details, then you can contact the British Franchising Association, commonly known as the BFA and have a look at their website.

As for details of a franchise agreement, they will vary from company to company. The type of agreement which is taken up by most people is the business format franchise, by which a licence is bought to use a trade name or mark. Remember that exclusivity can also be important and be part of the agreement. Obviously, if you are the exclusive provider in an area, this will bring added advantages. OK, now if you have any questions we've set aside fifteen minutes before lunch... *[fade]*

GRAZIE PER L'ATTENZIONE E BUONO STUDIO!
