

Advanced Level

Have you been able to locate any interested parties?

WARM-UPS

1. Do you like staying in PC Rooms or internet café?
2. What do you usually do there?
3. What do you think of PC Rooms as a business?
4. Do you think it's a good business?
5. Do people in Korea like PC Rooms?
6. Describe to your teacher what do you see in PC Rooms.

READING / LISTENING

Note the underlined phrases; they're called business idioms.

A: I'm calling to give you a progress report on my search for investors for your proposed venture into the American market.

B: Have you been able to locate any interested parties?

A: Indeed I have, sir! With the current economic climate prevailing in the US, there has been a great deal of interest in your proposal. The success of PC Rooms in Korea has fired the imagination of many American investors.

B: Are there any concerns that I can address at this time?

A: I think I've covered all the bases here. Some investors initially voiced the concern that with the prevalence of computers people have in their homes nowadays, there wouldn't be a niche to PC Rooms. But most Koreans also have computers in their homes, right?

B: That's right, but young people still prefer to go to PC Rooms to play games with their friends. That's the difference between our PC Rooms and the internet cafes that are popular in America.

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VOCABULARY

Match the correct meaning:

A

1. progress(n)
2. investors(n)
3. search(v)
4. proposed(v)
5. venture(v)
6. locate(v)
7. parties(n)
8. current(adj.)
9. proposal(n)
10. imagination(n)
11. address(v)
12. initially(adj.)
13. voiced(adj.)
14. concern(n)
15. prevalence(n)
16. niche(n)
17. prefer(n)
18. popular(adj.)

B

- a. existing
- b. offered
- c. well-known
- d. advancement
- e. capitalist
- f. persons
- g. suggestions
- h. look/quest
- i. gamble/stake
- j. petition/speak
- k. fantasy/thoughts
- l. spoken
- m. beginning
- n. usualness
- o. care/consideration
- p. favor/select
- q. find
- r. suggestion

Business Idioms	Meaning
Venture into	to move on into something
Interested parties	a company or people interested in a product or business
Fired the imagination	made someone think a lot
To cover all the bases	you've got everything worked or figured out; no problem at this time
A niche in the market	a small part of the market