

## Chapter 11

# A Solution



Soriya dries her tears. Then she and her parents sit down and have an honest conversation. They discuss the good and bad things about Le Petit Café. “I like that we’re attracting new customers—people who can spend a lot of money,” says Heng.

“I agree,” says Nary. “The coffee bar is great. The French pastries are beautiful. And I really like having Max and Lucie to help us. But we completely lost most of our old customers.”

“I know,” says Soriya sadly. “And I feel awful about that. So, what now? Do we fire our employees? Do we sell the new equipment? Do we paint the walls orange and go back to Lucky Donuts?”

For the next few hours Soriya and her parents talk about different options. Finally, they make the decision to try changing the business model once again: Le Petit Café—and Lucky Donuts. They will keep the coffee bar—but they will also offer inexpensive \$2.00 cups of coffee. They will keep the French pastries—but they will also offer 99¢ donuts.



"I think we owe that to our old customers," says Nary. "We need to serve people like Sam, Lilly, and Mrs. Ramos. After all, they supported us for many years."

For the first time in a long time, everyone is smiling. Soriya sleeps better that night. They need to bring back Lucky Donuts. It was a successful business. It paid for her parents' building, and it helped to pay for Soriya's MBA. With luck, their customers will return.

### Answer the questions.

1. What do Soriya and her parents sit down and have?
2. What do they discuss?
3. What does Heng like about Le Petit Café?
4. According to Nary, how is the coffee bar? How are the French pastries?
5. What do Soriya and her parents talk about for the next few hours?
6. What decision do they finally make?
7. What type of coffee will they also offer?
8. Which 99¢ product will they also offer?
9. Which people do they need to serve?
10. What kind of business was Lucky Donuts in the past? What did Lucky Donuts pay for?

## Complete the sentences.

attracting  
make

discuss  
owe

dries  
serve

lost  
supported

1. Soriya \_\_\_\_\_ her tears. Then she and her parents sit down and have an honest conversation.
2. They \_\_\_\_\_ the good and bad things about Le Petit Café.
3. "I like that we're \_\_\_\_\_ new customers—people who can spend a lot of money," says Heng.
4. "I really like having Max and Lucie to help us. But we completely \_\_\_\_\_ most of our old customers."
5. Finally, they \_\_\_\_\_ the decision to try changing the business model once again: Le Petit Café—and Lucky Donuts.
6. "I think we \_\_\_\_\_ that to our old customers," says Nary.
7. "We need to \_\_\_\_\_ people like Sam, Lilly, and Mrs. Ramos."
8. "After all, they \_\_\_\_\_ us for many years."

## Matching: Opposites

\_\_\_ 1. honest

a. short

\_\_\_ 2. new

b. bad

\_\_\_ 3. long

c. dishonest

\_\_\_ 4. good

d. ugly

\_\_\_ 5. better

e. old

\_\_\_ 6. beautiful

f. worse

# Talking About Options

Practice the dialog with partners.



- A. I like that we're attracting new customers—people who can spend a lot of money.
- B. I agree. The coffee bar is great. The French pastries are beautiful. And I really like having Max and Lucie to help us. But we completely lost most of our old customers.
- C. I know. And I feel awful about that. So, what now?

## Checklist

Soriya and her parents are changing the business model once again. Check (✓) the things that are important for them to discuss. Write other ideas on the lines below.

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> the employees         | <input type="checkbox"/> the furniture     | <input type="checkbox"/> the French pastries        |
| <input type="checkbox"/> the paint color       | <input type="checkbox"/> the equipment     | <input type="checkbox"/> the sign outside           |
| <input type="checkbox"/> the old customers     | <input type="checkbox"/> the investment    | <input type="checkbox"/> the tension between them   |
| <input type="checkbox"/> the menu changes      | <input type="checkbox"/> the new customers | <input type="checkbox"/> the donuts and pastries    |
| <input type="checkbox"/> the hours of business | <input type="checkbox"/> the loss of money | <input type="checkbox"/> the future of the business |

\_\_\_\_\_

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## Listening

Listen. Check (✓) the correct sentence.

1.  a. It's an honest conversation.  
 b. It's a dishonest conversation.
2.  a. They are white-collar customers.  
 b. They are blue-collar customers.
3.  a. The hipsters are gone.  
 b. The senior citizens are gone.
4.  a. Do we go back to Lucky Donuts?  
 b. Do we keep Le Petit Café?
5.  a. They will sell many products.  
 b. They will sell only donuts.
6.  a. Coffee drinks will be expensive.  
 b. Some coffee will be inexpensive.
7.  a. We owe our old customers.  
 b. We don't owe them anything.
8.  a. She is upset and tired.  
 b. She is happy and relieved.

## Pronunciation and Writing

Say the words from the story. Write the number of syllables in each word. Underline the stressed syllable.

- |                     |                       |                   |
|---------------------|-----------------------|-------------------|
| 1. attracting _____ | 6. smiling _____      | 11. finally _____ |
| 2. beautiful _____  | 7. inexpensive _____  | 12. agree _____   |
| 3. decision _____   | 8. offer _____        | 13. honest _____  |
| 4. sadly _____      | 9. conversation _____ | 14. options _____ |
| 5. supported _____  | 10. awful _____       | 15. people _____  |

## What about you?

Circle Yes or No. Then write questions and ask your partner.

Yes No 1. I sometimes have honest conversations.

Do you sometimes have honest conversations?

Yes No 2. I think there are good and bad things about most businesses.

Yes No 3. I think attracting new customers is important in business.

Yes No 4. I think it's difficult to make decisions about business.

Yes No 5. I think it's difficult to sleep when I am worried.

## Topics for Discussion or Writing

1. How can businesses attract more people? Is attracting people who can spend a lot always the best way to be successful? Why or why not?
2. Why is it important to talk about problems with co-workers? What are some good ways to begin these conversations?
3. Why do you think Nary feels that she owes something to her old customers? Does it really matter that they supported the business for many years? Why or why not?