

## Chapter 4

# A Great Idea



Soriya hangs up the phone and takes a long look around the shop. Then she shakes her head. "This place looks terrible!" she thinks. "It needs a complete makeover—more than just new paint and furniture."

Soriya walks behind the counter. She observes the small area for coffee: regular and decaf. "There should be a *real* coffee bar here," she thinks. Next she looks at the area Heng uses to make donuts. "Donuts are so common . . . and boring," she thinks. "We should serve something more upscale, like French pastries." Suddenly, Soriya has an idea. She can change the business model for Lucky Donuts! She wants to give the whole shop a new image and—of course—to increase sales.

Soriya sits down at one of the old tables. She opens her computer and begins to write a new plan for the shop. At that moment, there is a knock on the glass front door. Soriya recognizes the woman outside. It's Mrs. Ramos, their daily customer. Soriya opens the door. "Hello!" says Mrs. Ramos. "When are you going to reopen?"



"Um," says Soriya, "not for another month or so."

"That long? I miss this place!" says Mrs. Ramos.

"Unfortunately, yes," says Soriya. "My parents are still out of town. And I'm making a few changes."

"Oh, please don't change things too much," she says. "It's charming the way it is." As Mrs. Ramos walks down the street, Soriya closes the front door and locks it.

"Don't worry," says Soriya, returning to her computer. "It's going to be even *more* charming."

### Answer the questions.

1. What does Soriya hang up? What does she take a long look around?
2. What kind of makeover does she think the shop needs?
3. What small area does she observe? What does she think should be there?
4. What does she think about donuts?
5. What does she think they should serve instead?
6. What can Soriya change for Lucky Donuts?
7. What does she want to give the shop? What does she want to increase?
8. What does Soriya open and begin to write?
9. Who knocks on the glass front door at that moment?
10. What question does Mrs. Ramos ask?



## Complete the sentences.

computer image	counter makeover	customer model	donuts pastries
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1. "It needs a complete \_\_\_\_\_—more than just new paint and furniture."
2. Soriya walks behind the \_\_\_\_\_. She observes the small area for coffee: regular and decaf.
3. Next she looks at the area Heng uses to make \_\_\_\_\_.
4. "We should serve something more upscale, like French \_\_\_\_\_."
5. Suddenly, Soriya has an idea. She can change the business \_\_\_\_\_ for Lucky Donuts!
6. She wants to give the whole shop a new \_\_\_\_\_ and—of course—to increase sales.
7. She opens her \_\_\_\_\_ and begins to write a new plan for the shop.
8. Soriya recognizes the woman outside. It's Mrs. Ramos, their daily \_\_\_\_\_.

## Matching: Definitions

- |                   |                            |
|-------------------|----------------------------|
| _____ 1. decaf    | a. ordinary                |
| _____ 2. upscale  | b. coffee without caffeine |
| _____ 3. complete | c. high-class              |
| _____ 4. daily    | d. appealing, attractive   |
| _____ 5. charming | e. total                   |
| _____ 6. common   | f. everyday                |

## Talking with Mrs. Ramos

Practice the dialog with a partner.



A. Hello! When are you going to reopen?

B. Um, not for another month or so.

A. That long? I miss this place!

B. Unfortunately, yes. My parents are still out of town. And I'm making a few changes.

A. Oh, please don't change things too much. It's charming the way it is.

B. Don't worry. It's going to be even *more* charming.

## Check the good ideas.

You want to change your business and increase sales. Check (✓) the things that are good to do. Write other ideas on the lines below.

☐ give it a complete makeover

☐ raise the prices

☐ change the business model

☐ write a careful business plan

☐ hire new employees

☐ have a more upscale image

☐ decide the old products are boring

☐ be friendly to old customers

☐ attract customers who have a lot of money

☐ spend a lot of money for new things

## Listening

Listen. Check (✓) the correct sentence.

- |  |   |
|--|---|
| 1. <input type="checkbox"/> a. It needs a complete makeover.   | 5. <input type="checkbox"/> a. She has a regular coffee.    |
| <input type="checkbox"/> b. It needs a little paint.           | <input type="checkbox"/> b. She has a lot of ideas.         |
| 2. <input type="checkbox"/> a. They need more coffee drinks.   | 6. <input type="checkbox"/> a. She comes every Saturday.    |
| <input type="checkbox"/> b. They need more decaf.              | <input type="checkbox"/> b. She comes every day.            |
| 3. <input type="checkbox"/> a. They need more upscale donuts.  | 7. <input type="checkbox"/> a. She wants it to be the same. |
| <input type="checkbox"/> b. They need French pastries.         | <input type="checkbox"/> b. She wants it to be different.   |
| 4. <input type="checkbox"/> a. She wants a new business model. | 8. <input type="checkbox"/> a. The changes will be better.  |
| <input type="checkbox"/> b. She wants another degree.          | <input type="checkbox"/> b. The changes will be expensive.  |

## Pronunciation and Writing

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

- |                     |                        |                     |
|---------------------|------------------------|---------------------|
| 1. computer _____   | 6. increase _____      | 11. reopen _____    |
| 2. recognizes _____ | 7. regular _____       | 12. terrible _____  |
| 3. makeover _____   | 8. decaf _____         | 13. pastries _____  |
| 4. upscale _____    | 9. unfortunately _____ | 14. image _____     |
| 5. charming _____   | 10. boring _____       | 15. returning _____ |



# What about you?

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

Yes	No	1. I think my place needs a complete makeover.	
		<u>Do you think your place needs a complete makeover?</u>	
Yes	No	2. I sometimes drink decaf coffee.	
Yes	No	3. I think donuts are common and boring.	
Yes	No	4. I like upscale foods, like French pastries.	
Yes	No	5. I think it's a good idea for a small shop to change its business model.	

## Topics for Discussion or Writing

1. What can the owners or managers of a shop do to improve the way it looks to customers? How can a complete makeover be a good or bad investment?
2. Are there stores or shops in your community that sell more upscale items? Do you ever buy things in these places? Why or why not?
3. What are other things that a business can do to change its image and increase sales? How can these changes be expensive?