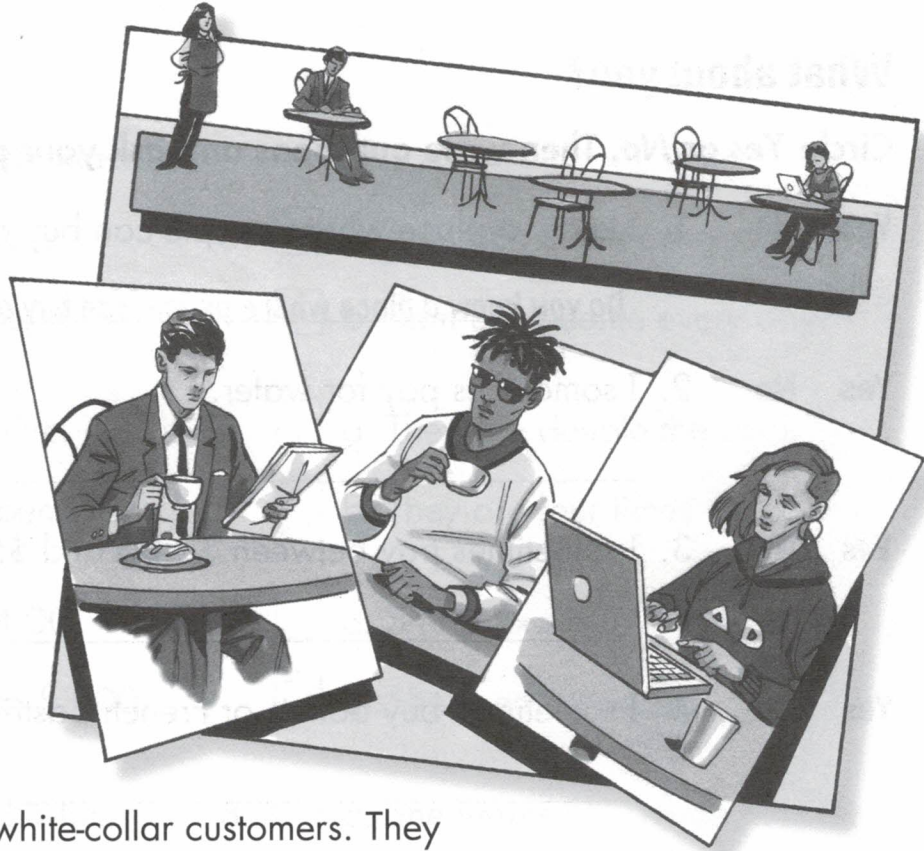


## Chapter 8 Customers Change



Le Petit Café serves more white-collar customers. They regularly spend \$10.00 for a large latte and a French pastry before work. Other customers are younger, like students and hipsters. They order a \$5.00 coffee drink and then sit for a few hours, looking at their computers.

Le Petit Café loses most of its blue-collar customers, such as the delivery drivers and maintenance workers. They also lose their local senior citizens, like Mrs. Ramos. These customers don't like the prices at Le Petit Café. They don't really care about the scenes from Paris on the walls. The items on the menu simply cost too much.

Soriya tries to stay positive about the new business. Her parents, however, can be very negative. Nary sometimes stands outside, greeting her old customers on the street. "Sorry about this," she says, pointing to the new shop. "We miss you!"

Inside, Soriya reminds her mother to be more optimistic. "Believe me," she says, "there are cycles in business—ups and downs. We have to be patient."



"But our business is only going down," says Nary. "Our regular customers are gone—and we're losing money."

"Please wait a while," answers Soriya calmly. "Success doesn't happen overnight."

"Look, Soriya," says her mother. "It's nice that you have an MBA. And I'm glad that you know about changing a business model and other things in the corporate world. But you need to know this too: Sometimes success doesn't happen at all."

## Answer the questions.

1. What type of customers does Le Petit Café serve now?
2. How much do they regularly spend?
3. What other types of customers do they have? What do they do after they order a \$5.00 coffee drink?
4. Which customers does Le Petit Café lose? What don't they like?
5. What don't these customers care about?
6. How does Soriya try to stay? How can her parents be?
7. What does Nary sometimes do outside? What does she say?
8. What does Soriya remind her mother to be?
9. What does Soriya say about cycles in business?
10. According to Nary, in which direction is their business going? Where are their regular customers and what are they losing?



## Complete the sentences.

blue-collar  
patient

corporate  
positive

negative  
senior

optimistic  
white-collar

1. Le Petit Café serves more \_\_\_\_\_ customers. They regularly spend \$10.00 for a large latte and a French pastry before work.
2. Le Petit Café loses most of its \_\_\_\_\_ customers, such as the delivery drivers and maintenance workers.
3. They also lose their local \_\_\_\_\_ citizens, like Mrs. Ramos.
4. Soriya tries to stay \_\_\_\_\_ about the new business.
5. Her parents, however, can be very \_\_\_\_\_.
6. Inside, Soriya reminds her mother to be more \_\_\_\_\_.
7. "Believe me," she says, "there are cycles in business—ups and downs. We have to be \_\_\_\_\_."
8. "It's nice that you have an MBA. And I'm glad that you know about changing a business model and other things in the \_\_\_\_\_ world."

## Matching: Definitions

- |                 |  |
|-----------------|--|
| _____ 1. greet  | a. to use money to pay for things                  |
| _____ 2. serve  | b. to be unable to keep                            |
| _____ 3. point  | c. to make someone remember                        |
| _____ 4. lose   | d. to show something with a finger                 |
| _____ 5. remind | e. to give food or drink to people in a restaurant |
| _____ 6. spend  | f. to meet someone in a friendly way               |

## Talking About the New Business

Practice the dialog with a partner.



- A. I really miss our old customers.
- B. We have to be patient. All businesses have ups and downs.
- A. But our business is only going *down*. Our regular customers are gone—and we're losing money.
- B. Please wait a while. Success doesn't happen overnight.
- A. It's nice that you have an MBA. But you need to know this too: Sometimes success doesn't happen at all.

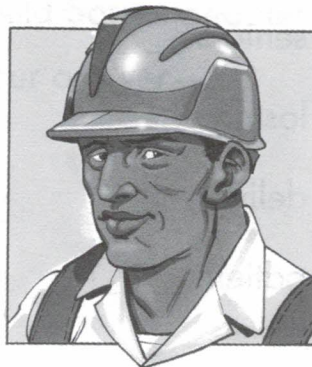
## Matching

Match the words and pictures. Write the words on the lines below.

maintenance worker

hipster

senior citizen



1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

## Listening

Listen. Check (✓) the correct sentence.

- |   |   |
|---|---|
| 1. <input type="checkbox"/> a. They spend more money.<br><input type="checkbox"/> b. They spend less money.                 | 5. <input type="checkbox"/> a. Photos of Paris are beautiful.<br><input type="checkbox"/> b. Photos of Paris are unimportant. |
| 2. <input type="checkbox"/> a. They are maintenance workers.<br><input type="checkbox"/> b. They are students and hipsters. | 6. <input type="checkbox"/> a. She wants to be optimistic.<br><input type="checkbox"/> b. She wants to be more patient.       |
| 3. <input type="checkbox"/> a. The new items are very cheap.<br><input type="checkbox"/> b. The new items cost too much.    | 7. <input type="checkbox"/> a. They are making money.<br><input type="checkbox"/> b. They are losing money.                   |
| 4. <input type="checkbox"/> a. The new customers are younger.<br><input type="checkbox"/> b. The new customers are older.   | 8. <input type="checkbox"/> a. Being successful takes time.<br><input type="checkbox"/> b. Being successful never happens.    |

## Pronunciation and Writing

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

- |                     |                   |                       |
|---------------------|-------------------|-----------------------|
| 1. overnight _____  | 6. positive _____ | 11. hipsters _____    |
| 2. optimistic _____ | 7. seniors _____  | 12. cycles _____      |
| 3. corporate _____  | 8. losing _____   | 13. blue-collar _____ |
| 4. negative _____   | 9. delivery _____ | 14. citizens _____    |
| 5. greeting _____   | 10. patient _____ | 15. maintenance _____ |



## What about you?

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

**Yes**   **No**   1. I go to businesses that serve more white-collar customers.

Do you go to businesses that serve more white-collar customers?

**Yes**   **No**   2. I go to businesses that serve more blue-collar customers.

**Yes**   **No**   3. I sometimes go to a coffee shop and sit for a few hours.

**Yes**   **No**   4. I care more about prices than the appearance of a business.

**Yes**   **No**   5. I try to stay positive about problems I have in my life.

## Topics for Discussion or Writing

1. Why do people sometimes stay in coffee shops for a long time? What activities are they doing and why do they choose to do them there?
2. Although there are cycles in business, and many businesses go through ups and downs, do you think it's possible to achieve success overnight? Why or why not?
3. In your opinion, how long should Soriya and her parents wait for Le Petit Café to become a success? Explain your answer.