

Financial matters

Introduction

- **Level:** B2
- **Skills:** Writing
- **Topics:** Vocabulary
- **Merging subjects:** problem-solving

The enigma

- **Keywords**

The participants are divided in two groups and have two different tasks: one group has to unjumble some letters in order to get words related to economic area that were taught before so, the students are familiar with them. The new words will be the codes for another mission. The other group must use the words from the finance field to fill in some gaps in a text that describes a successful business and to solve a crossword puzzle in the end.

- **Toolbox**

sheets of papers, pens



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Description of the enigma

Rearrange the letters on the left to make words. Use the definitions to help you.

- TOCCARNT_____ = a written legal agreement
- NATERI_____ = keep or continue to have sth.
- RUCCLIA_____ = very important
- EFKABEDC_____ = comments from people who use sth.
- VINONTVIEA_____ = introduce new ideas
- REDYFIVIS_____ = introduce a wide range of products
- PERITNSASRPH_____ = a relationship between two organizations
- LOPENITAT_____ = the ability to develop into sth.
- REUNFMRATCUA_____ = a person or company that makes things using

machines

➤ NTTSNVEEIM_____ = the activity of putting money into sth. hoping that you will make more money as a result (v. invest in sth.)

- ECSA_____ = situation
- DNFEDUO_____ = start an organization (the person is the founder)
- TPXLIEO_____ = make the best possible use of sth. (n. exploitation)
- YKE_____ = very important
- TRFCAO_____ = one of the things that influences a decision or affects a

situation

- NFREEI_____ = to change sth. a little to make it better



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A successful business

GECKO HEADGEAR Ltd. is a designer and (1) of safety helmets for use at sea. The company was (2)in 1993 by Jeff Sacree and it started by selling surfboards. However, surfing is a seasonal business, and Jeff realized he needed to (3)..... . Fortunately, he was able to (4) a gap in the market.

“ As a surfer, I could see the (5) for a light helmet that gave protection and (6) heat” . He made one and sold a few to other surfers. He then did some research and discovered that men who worked in lifeboats might also be interested in his helmet. It would have to be adapted for their use, and for that he needed (7).....:he took out a bank loan and employed more staff. “ A good relationship with the bank is (8) if you’re developing an(9).....product. In our (10) the process took three years”.

After the (11) to supply helmets for the lifeboats was successful, Jeff developed different types of helmet for different uses, and has always used customer (12) to (13) the product.

“ (14)..... with suppliers have also been a (15)..... (16)..... in our success. We’ve worked closely with different manufacturers, and this has helped us to keep ahead of rivals “.

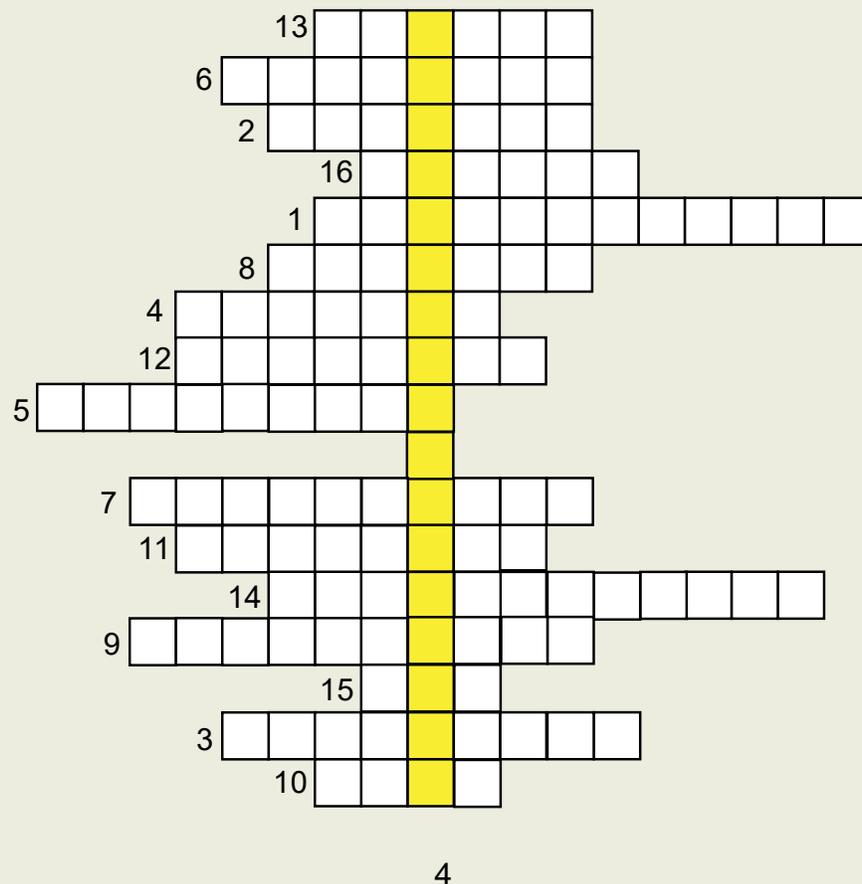


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Solution

1. manufacturer	9. innovative
2. founded	10. case
3. diversify	11. contract
4. exploit	12. Feedback
5. potential	13. Refine
6. retained	14. partnerships
7. investment	15. key
8. crucial	16. factor

CROSSWORD PUZZLE

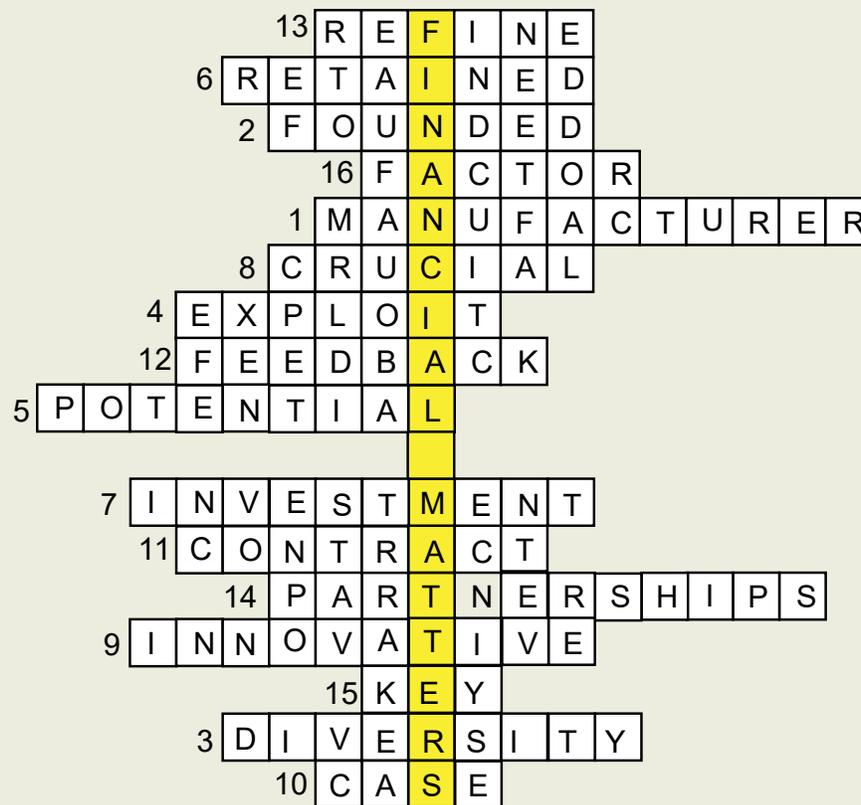


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Solution



More information

Possible restrictions

It might be difficult for students with SLDs.



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References

- ✓ “ **Oxford Word Skills** “, Learn and practise English vocabulary, Intermediate, pages 146, 147.

