

Reading Lesson

A2 Business: Better Batter Business

Reading

Read the text about a business owner. Does having a talent mean you will also be good in business?

Better Batter Business

Food is part of celebrations in many cultures. And there is one type of food we think of first when we are planning a celebration—cake. Caitlin Miller runs a successful cake business, where she designs and makes cakes.



“I always knew I had a talent for making cakes,” she says. “I made my own birthday cake when I was 11 and everyone loved it. I loved cooking as I grew up, and I often made cakes for friends at college. I majored in chemistry, but I never wanted to be a scientist. It helps me understand cooking, though! When I graduated, I wanted to start my own business, and a cake business was the obvious choice. I thought it was going to be easy. I knew I could

cook. But I didn’t know enough about running a business. I made a lot of mistakes in the beginning. You can’t make great cakes and just wait for people to buy them. After six months, my business almost closed.”

Caitlin decided she needed to learn more about running a business. She took a course in small business management. In that course, she met people in the same situation as her.

“It was great to hear other people’s stories and compare them with my situation. I learned to think about my business in a different way. In the past, I thought about what I was good at and what I wanted to do. Now, I think about what my customers want and what I can do for them. Your business also has to have a clear identity. I decided to make celebration cakes for birthdays, graduations, and weddings. I try to make each cake special for that particular customer. We work on the design together, so my communication skills are very important. Now, the customer is in charge. My cakes sell now because I know exactly what each customer wants.”

Vocabulary

Complete the sentences with words from the box.

culture customers designs in talent

1. In my _____, we celebrate with our families very often!
2. Juan _____ the cakes and then I make them.
3. You have a real _____ for cooking. You should become a chef.
4. Most of my _____ buy things from me online.
5. When you are _____ charge of a business, you can be under a lot of stress.

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Comprehension

Choose the correct option.

- Caitlin learned she was good at making cakes ...
a when she graduated. **b** at a young age. **c** when she started her business.
- Caitlin thinks her major ...
a is useful. **b** taught her to cook. **c** doesn't help her now.
- When she started her business, Caitlin didn't realize how ... it was.
a easy **b** expensive **c** hard
- Caitlin became successful when she started to think about what ... wanted.
a other businesses **b** she **c** her customers
- Caitlin needs to communicate well to help her customers decide what ...
a they want. **b** to celebrate. **c** price to pay.

Thinking

What are the main things you need to think about before you start your own business?