

C. Choose a businessman/businesswoman to ask for an interview. The interview can take place either at school or at his/her business. Here are some indicative questions you can ask:

Indicative questions

- ✓ What was the idea that urged you to start your business?
- ✓ Why did you choose our location to set up your business?
- ✓ How many people do you employ?
- ✓ Who do you expect your potential customers to be?
- ✓ How do you plan to increase your sales?
- ✓ Do you think your business helps in the development of the local area? If so, in what way?
- ✓ Does your business influence other businesses in the local community? If so, which ones?
- ✓ Are there other companies in the area which sell the same products?



C. Comment on the businessman's answers. What are your conclusions?
