WHY SMALL BUSINESSES FAIL

CLASS INTRODUCTION

In turn introduce yourself using the following information:

- Name
- Age
- Job
- Place you live
- Hobby
Class Rules

1. Use English only
2. Practice speaking on a topic under the guidance of the teacher
3. Don’t do personal things in the class
1. **Vocabulary game:** Fill letter(s) in the blank(s) to complete a word. Who gets the most corrected words in the shortest time will be the winner.
2. Look at this picture and answer the question: Why do small businesses fail?

1. 46% Due to Incompetence
   - Emotional Pricing
   - No knowledge of pricing
   - Lack of planning
   - No knowledge of financing

2. 30% Lack of Managerial Experience
   - Poor customer credit policies
   - Expanded too rapidly
   - Borrowed too much money

3. 11% Lack of Experience in Industry
   - Inadequate inventory
   - No knowledge of suppliers
   - Wasted advertising budget

3. Discuss with your partner the following questions: Would you like to start your own business? How could you avoid business failure?
4. Role-play

A: You have just started running your company. Ask your friend, who is a successful entrepreneur, how to run a profitable business and prevent failure.

B: You are A’s friend. Give A some advice.
Wrap-up

Topic: Why small businesses fail

- Have discussions about:
  - Why do small businesses fail?
  - How could you avoid business failure?