

Korrekturhinweise

Successful entrepreneurs

0	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input checked="" type="checkbox"/>	D	<input type="checkbox"/>
1	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input checked="" type="checkbox"/>
2	A	<input checked="" type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
3	A	<input type="checkbox"/>	B	<input checked="" type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
4	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input checked="" type="checkbox"/>	D	<input type="checkbox"/>
5	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input checked="" type="checkbox"/>
6	A	<input type="checkbox"/>	B	<input checked="" type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
7	A	<input checked="" type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>

Justifications

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The text says: "While most ice cream entrepreneurs concern themselves with perfecting basic vanilla and chocolate [...]." The majority of ice cream makers therefore concentrate on the excellence of the main flavours.

1

The text says: "Bauer teamed up with a friend to launch her "starter business", an ice cream stand in Columbus, Ohio's North Market, a public market with artisan food businesses." Jeni Britton Bauer's first company was therefore a stall in a popular place.

2

The text says: "Determined to make her second run at the ice cream business a success, Bauer visited other food businesses and tried to figure out exactly why her first venture soured." Starting her next business Jeni therefore wanted to learn from her previous experience.

3

The text says: "With about 15,000 independent ice cream shops nationwide, according to the National Ice Cream Retailers Association, it's a tough market to crack." Jeni was therefore aware that the competition would be strong.

4

The text says: "He says the plan to start out very small and focus on the quality and uniqueness of the product, in addition to finding locations with high foot traffic, were key ingredients in Jeni's success." The key to Jeni's profitable business was therefore selling outstanding products.

5

The text says: "It's exactly that attention to detail that earns Jeni's its loyal clientele and has allowed the company to grow significantly despite the recession." Jeni's regular customers therefore appreciate that she concentrates on every ingredient.

6

The text says: "In 2006, a Jeni's customer took a job with Dean & DeLuca, a chain of upscale grocery stores based in New York City, and convinced co-founder Giorgio DeLuca to carry Jeni's ice cream." One of Jeni's clients therefore made his employer interested in her products.

7

The text says: "The company also does a brisk online sales business of nearly 100,000 units per year - no small feat when you consider the costs of shipping (\$10 to \$35 per package)." Jeni's company therefore has a high number of annual internet purchases.