

8a Options and choices

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- 1 Complete the phrasal verbs with the appropriate preposition. Which two verbs mean 'to choose'? Which two verbs mean 'not to choose'?

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- a When deciding on our new premises, we looked _____ location, cost and transport.
 - b We decided to rule _____ using a consultant for the first year.
 - c We wanted a modern office, but we concluded we could live _____ an older property.
 - d Due to quality issues, we wanted to stay _____ from second-hand equipment.
 - e We were tempted to plump _____ designer furniture, but cost was a problem.
 - f After weighing _____ the pros and cons, we finally rejected taking on a big bank loan.
 - g As for staff, we decided to go _____ experienced people.
- 2 You and your partner are starting a new business – SOS PC. Your new company will guarantee to send a computer expert to solve your customers' PC problems within two hours. Hold a meeting to decide on one solution only for each item on the agenda below.

SOS PC Agenda for partners' meeting

<p>1 Capital</p> <ul style="list-style-type: none"> • a bank loan of \$20,000 at 15% interest • an overdraft facility for \$30,000 at 23% • venture capital of \$50,000 in return for 49% of the company <p>2 Positioning</p> <ul style="list-style-type: none"> • quality and fast service at high prices • low prices but slow service • reasonably fast service at medium prices <p>3 Staff</p> <ul style="list-style-type: none"> • a student from your local business school – will work for nothing for 3 months • a relative – will do 5 hours/week administrative work for nothing • an unemployed friend – will work 8 hours/day for food and lodging <p>4 Premises</p> <ul style="list-style-type: none"> • a tiny office in a new building in the city centre – \$750/month • two rooms above a café near the railway station – \$400/month • a relative's garage in the suburbs – free, but no heating 	<p>5 Transport</p> <ul style="list-style-type: none"> • a 15-year-old scooter • a new mountain bike • a one-year bus pass <p>6 Consultant</p> <ul style="list-style-type: none"> • a friend who is a lawyer • a friend who is an accountant • a friend who was president of the Chamber of Commerce 20 years ago <p>7 Sales literature</p> <ul style="list-style-type: none"> • a website • 500 brochures • 10,000 fliers <p>8 Advertising</p> <ul style="list-style-type: none"> • a full-page advert in the local football club magazine • five 15-second spots per day for one week on local radio • a 5cm advert on page 27 of a specialist computer magazine for six months
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- 3 Present your decisions to the rest of the class. Use the verbs in 1 to present your options and choices.