

A Young Ivorian Entrepreneur makes his mark

1 New words for this article

Nouveaux mots pour cet article

founder	person who creates a business
unique selling point	special quality that makes a business attractive
to package agri-food	to put into a box to sell agricultural food
core business	most important business
a gap in the market	commercial opportunity

2 Comprehension Questions

Indiquez si les expressions suivantes sont vraies (True) ou fausses (False).

1. People from Nigeria were listed on the Forbes top 30 list
2. Ibrahim Ben Aziz Konate was top of the list in 2018
3. Konate was good at being in charge of people when he was at school
4. Chicken is the only product they sell
5. Ibrahim wanted to beat foreign importers

3 Reading Comprehension -

Questions de compréhension en lecture

1. Where do African entrepreneurs often come from?
2. What had Ibrahim achieved before he was 23?
3. How academically successful was Ibrahim at school?
4. How did his business start?
5. What is special about Ibrahim's business?

4 Speaking Practice - Activités orales

Pratiquez vos compétences orales - répétez ces phrases.

1. People say you make your own success
2. He began his career as an entrepreneur after leaving school
3. He was a normal pupil
4. We all know people love chicken

5 Speaking Practice - Activités orales

Exercez-vous à parler - répondez à ces questions en anglais:

1. What happened to Ibrahim when he was 21?
2. Where did Ibrahim get the idea for his business from?
3. How had the company grown by 2017?
4. What was special about winning the Anzisha prize in 2017?

6 Match the sentences (A-D) and (E-H) -

Faire correspondre les phrases (A-D) et (E-H).

- | | |
|---|-----------------------------|
| A | It was no surprise |
| B | The unique selling point |
| C | Ibrahim saw a gap |
| D | He made his service |
| E | in the market |
| F | that the business grew |
| G | better than his competitors |
| H | is speed |

7 True or False? - Vrai ou Faux?

1. People say success comes by chance
2. Ibrahim began his career at school
3. It was easy for Ibrahim to be a leader
4. Chicken is the most important part of the business

8 Fill in the gap - Remplir le vide

We all know people love chicken. The unique ...1... point of Poultry d'Or is speed. They kill, ...2... and deliver chicken ...3... to the customer in a day. They also sell ...4... agri-food products. But it is the chicken that is their ...5... business.

Answers –

2 Comprehension questions

Indiquez si les expressions suivantes sont vraies (True) ou fausses (False).

- 1 False
- 2 False
- 3 True
- 4 False
- 5 True

2 Comprehension questions

Questions de compréhension en lecture

1. Nigeria and Tanzania
2. He was head of a company (he gained a degree in business and management)
3. He was a normal pupil and did not get excellent grades
4. He had a small farm with seven employees
5. It does things faster than its competitors. (speed)

5 Speaking activities - Activités orales

Exercez-vous à parler - répondez à ces questions en anglais:

- 1 He became founder and head of Poultry d'Or
- 2 From watching a documentary on TV
- 3 They were making 500 sales per day and employed 15 people
- 4 It was the first time someone from Cote d'Ivoire won

5 Match the sentences (A-D) and (E-H) –

Faire correspondre les phrases (A-D) et (E-H).

- A=F
- B=H
- C=E
- D=G

6 True or False? - Vrai ou Faux?

- 1 False
- 2 False
- 3 True
- 4 True

7 Fill in the gap – Remplir le vide

- 1 selling
- 2 package
- 3 directly
- 4 other
- 5 core