

UOW College Hong Kong / Community College of City University
Student English Enhancement Unit (SEE U)
Daily English Practice

Week 4

#118 Five Successful Teenage Businessmen— Ingvar Kamprad

Skills/ Objectives: Reading, Listening and Writing Skills

PART 1: Before you read...

Preparatory questions

Qt 1: When was the last time you went to IKEA? Did you buy food or furniture?

Qt 2: Like UOWCHK, the name of the furniture manufacturer IKEA is an acronym. An acronym is an abbreviation consisting of the first letters of several words in the name of something, pronounced as a word. Did you know what each of the letters in IKEA spells?

Qt 3: IKEA is a company founded in Sweden. What else do most people know about Sweden?

The answers to Qts 2 and 3 will be provided in the next set of exercises.

Vocabulary

- retail (noun): the activity of selling goods to the public, usually in shops (compare “wholesale”).
- dealer (noun): a person who trades in something.
- entrepreneurial (adjective): used to describe someone who makes money by starting their own business, especially when this involves seeing a new opportunity and taking risks.
- furnish (verb): to put furniture in a place.
- prerequisite (noun): something that must happen before something else can.

PART 2: Article for Reading

Meet Ingvar Kamprad.

Like "The Little Match Girl" in the fairy tale by Hans Christian Andersen, Kamprad started business life selling matches: “At the age of 5 Ingvar Kamprad starts selling matches to his nearby neighbours and by the time he is seven, he starts selling further afield, using his bicycle.” At the age of FIVE, yes.

IKEA history: How it all began

https://www.ikea.com/ms/en_AU/about_ikea/the_ikea_way/history/

PART 3: Listening Comprehension

Watch the following short video clips to learn more about Kamprad while practicing your listening skills at the same time:

Ingvar Kamprad, IKEA founder, dead at 91

<https://www.youtube.com/watch?v=GxmyB3HU31Q>

Ingvar Kamprad 10 real life quotes on success

<https://www.youtube.com/watch?v=idKSJSAj5Eg>

Only people who sleep don't take risks (with Mark Thompson)

<https://www.youtube.com/watch?v=Clx9BIPX0Qo>

PART 4: Writing Practice

Did you notice the nice description in the following sentence in the main text?

Responsibility for people and the environment is seen as a prerequisite for doing good business

If something (like “responsibility for people and the environment”) is seen as a prerequisite for something else, people see it as a necessary first step.

“Prerequisite,” as defined in Part 1, is something that must happen before something else can. Another example of its use is as follows:

Introductory physics is a prerequisite for any of the advanced courses in engineering.

Can you write a sentence of your own using this expression “a prerequisite for (doing) something”? Send your writing to: **see.u@ccu.edu.hk**. Remember! Our **SEE U** teachers are always ready to give you feedback.