**Market Leader**

**Vocabulary**

Choose the best answer a, b, c, or d to complete the following sentences.

1. Before a company \_\_\_\_\_\_\_\_\_\_\_\_ a new market, it must do a lot of market research.
2. enters b) extends c) takes d) raises
3. The touchscreen was a great \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the development of the modern smartphone.
4. range b) improving c) opportunity d) breakthrough
5. Apple has decided to extend its product \_\_\_\_\_\_\_\_\_\_\_ in 2016.
6. range b) breakthrough c) need d) gap
7. You must \_\_\_\_\_\_\_\_\_\_\_\_\_ advantage of all the opportunities that come your way.
8. make b) extend c) take d) raise
9. Some people buy the latest model of smartphone to raise their \_\_\_\_\_\_\_\_\_\_\_\_\_\_ amongst their friends.
10. advantage b) status c) opportunity d) range
11. To be successful in business, you should \_\_\_\_\_\_\_\_\_\_ customers’ needs.

a) raise b) status c) meet d) extend

1. A lot of R&D is usually needed for a company to \_\_\_\_\_\_\_\_\_\_ its product range.

a) extend b) raise c) enter d) meet

1. Some students take \_\_\_\_\_\_\_\_\_\_\_ of their summer vacation by working for a company and gaining valuable experience.

a) status b) breakthrough c) advantage d) research