

Subway's strategy at that time focused on its line of seven different sandwiches with under six grams of fat. The goal was to set Subway food apart from other fast food, position it to appeal to health-conscious eaters, and spark new sales growth. Rapidly, sales grew more than 18 percent that year. The ads also attracted attention from potential franchisees which saw in Subway a profitable small business opportunity. Subway tried to balance its menu and promotion to appeal to three segments: customers interested in low fat, those most concerned about taste, as well as those seeking a good value.

8 Match the parts of the sentences. Write the letters a), b), c) ... in the boxes.

- | | | |
|---|---|--|
| 1. Fred DeLuca opened a sandwich shop | F | a. because it offers healthy and tasty food at a low price |
| 2. After a modest start, Subway grew | D | b. after losing weight by only eating their sandwiches |
| 3. Jared Fogle was used in Subway's ads | B | c. different and better fast food |
| 4. Fogle's story | E | d. to become a worldwide franchise |
| 5. Subway's strategy was to offer | C | e. helped Subway to attract attention from customers |
| 6. Subway is such a lucrative business | A | f. in order to have money for college |

Exactly what I understand is that the 4 orders was a promotion of soft sandwiches with one good a lot of fat and that's why people use so attracted to it because with a root of the dot the and the internet like

2. Complete the following sentences according to the text.

- The first Subway sandwich shop opened...
The first Subway shop opened in the summer of 1965
- DeLuca only managed to start his business with...
DeLuca only managed to start his business with the help of a friend
- Jared Fogle had struggled with weight problems because he...
Jared Fogle had struggled with weight problems because he ate a lot of fast food and didn't exercise
- By changing his eating habits at Subway, Fogle was able to...
By changing his eating habits at Subway, Fogle was able to lose 100 pounds

4. CONSUMER RIGHTS: Complete the name of each consumer right with the words below.

information - consumer education - basic needs - a healthy environment - redress - safety - representation - choose

- Right to basic needs - this right guarantees survival, adequate food, clothing, shelter, health care, education and sanitation.
- Right to safety - the consumer should be protected against the marketing of goods or the provision of services that are dangerous to health and life.
- Right to information - the consumer should be protected against dishonest or misleading advertising or labeling and has the right to be given the facts needed to make an informed choice.
- Right to choose - the consumer has the right to select from among various products at competitive prices with an assurance of satisfactory quality.
- Right to representation - the right to express consumer interests in the making and execution of government policies.
- Right to redress - the right to be compensated for misrepresentation, shoddy goods or unsatisfactory services.
- Right to consumer education - the right to acquire knowledge and skills necessary to be an informed customer, while being aware of basic consumer rights and responsibilities.

... (the paragraph) means that

- A. there is an excessive number of people studying abroad.
- B. many participants think it is a positive experience.
- C. the programmes offer participants high quality options.
- D. there is a huge variety of programmes available.

- Nowadays, the options available for studying abroad

- A. empower students.
- B. meet students' long-term goals.
- C. meet students' long-term goals.
- D. widen students' abilities

- In order to study abroad, American high school students

- A. get grants from specific projects.
- B. may get financial help from online donations
- C. can set their plane or bus ticket from project travel
- D. need to do some volunteer work

- The author's attitude towards this type of experience could best be described as

- A. favourable
- B. casual
- C. neutral
- D. critical