

# BREVET DE TECHNICIEN SUPERIEUR

Épreuve de langue vivante étrangère

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Groupe 2

<b>SPÉCIALITÉ</b>
<b>Assistant de gestion de PME PMI</b>

## ANGLAIS

Durée 2 H 00

Coefficient 1,5

**LE DICTIONNAIRE BILINGUE EST AUTORISÉ**  
*(à l'exclusion de tout dictionnaire électronique)*

**CALCULATRICE INTERDITE**

Dès que le sujet vous est remis, assurez-vous qu'il soit complet.  
Le sujet comporte 3 pages, numérotées de 1 à 3

Code sujet : APLVE AN-1NC04

## Mixing friends with business can be hell

Setting up a firm with pals may sound a good idea but if you are not objective about their strengths and weaknesses it can end in tears. Rachel Bridge reports on the pros and cons.

5 You played in the sandpit together at three, sat next to each other at school and were best man at his wedding. You have been best friends for ever and would trust him with your life. On paper, starting up a business with a friend sounds perfect.

10 Richard Kwiatkowski, senior lecturer in organisational psychology at Cranfield School of Management, Bedfordshire says: "It can be great fun working with people you like and get energy from. And if people know each other well and share the same values and beliefs, they can support each other in the hard times."

But think hard before you take the plunge. Just because you went backpacking round Australia together, it doesn't mean you will have the same ideas about running a business.

15 There are no precise figures, but advisers agree that businesses set up by friends tend to have a higher failure rate than other start-ups, not least because friends make assumptions and allowances for each other in a way they would never do for someone with whom they have a purely professional relationship. And if the business fails, it can often destroy the friendship.

Kwiatkowski says: "People tend to be biased towards friends and tend to overlook their deficiencies because they have a picture of them as a particular sort of person.

20 Barry Winter, chartered occupational psychologist with the communications consultancy Countrywide Porter Novelli, says one of the secrets of success is to consciously make time to talk about issues.

Praveen Vijh and Preet Grewal, who have been friends for more than 30 years, have tried to do just that at their company, Eat Natural, which they set up with a third friend, Bill Porter, to make fruit and nut bars. They now have sales of £9m.

25 Vijh says they were particularly conscious of the pitfalls of setting up business with a friend because they knew of several instances where it had not worked, and so designed their office to reduce any possible misunderstandings between them: they sit opposite each other in an open-plan area.

30 He says: "We felt the most important thing to do is to talk to each other constantly. If we feel frustrated with each other we have to get it over and done with straight away. We sit down and have proper agendas at least once a month. It feels a bit strange to sit down with friends and have a formal debate, and we sometimes laugh because it is so silly. But you have to do it."

35 Starting up a business with friends has, however, taken its toll in some ways. Vijh says: "We try to see each other socially but, because we see each other every day, the last thing you want to do is go out for drinks in the evening with the same people. Then when we do, we have to make an effort not to talk about business, but it is very difficult to switch off. Sometimes we will go out for lunch and sit looking at each other because we have nothing to say."

***Adapted from the Sunday Times – SEPTEMBER 7, 2003***

## QUESTIONS

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### - **COMPREHENSION DU TEXTE (12 points)**

Après une lecture attentive du texte, vous rédigerez en **ANGLAIS** un compte rendu de 150 à 200 mots (vous indiquerez le nombre de mots utilisés).

### - **TRADUCTION EN FRANÇAIS (8 points)**

Vous traduirez depuis: "*Praveen Vijh and Preet Grewal ...*" ligne 22 jusqu'à "*... any possible misunderstandings between them ...*" ligne 27.