

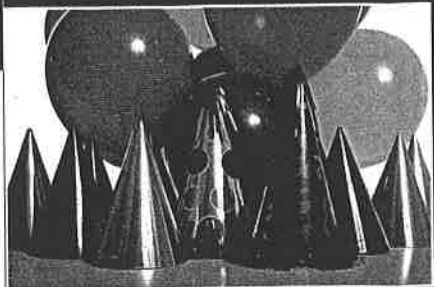
product

noun

► Say it: prod • uct **78** Write it: _____

Academic Vocabulary Toolkit

Meaning	Example
something that is made or grown <i>Synonyms:</i> item, merchandise	This store sells products like party hats and _____



Forms	Family
<ul style="list-style-type: none"> • <i>Singular:</i> product • <i>Plural:</i> products 	<ul style="list-style-type: none"> • <i>Verb:</i> produce • <i>Adjective:</i> productive • <i>Adverb:</i> productively

Word Partners	
<ul style="list-style-type: none"> • consumer _____ • finished _____ • sell a _____ 	<p>Consumer products are items that people buy for their personal use.</p> <p>My paper was difficult to write, but after a few rounds of edits, I was happy with the finished product.</p> <p>My mother sells stationery products in her store.</p>

Verbal Practice

Talk about It **Read** each sentence and **think** about how you would complete it.
Discuss your idea with your partner using the sentence frame.
Listen carefully to your partner's and classmates' ideas.
Write your favorite idea in the blank.

- 1 An example of a **product** that helps the environment is a _____.
- 2 A business has to decide on the right _____ for its **products** in order to be competitive.

Writing Practice

Collaborate Work with your partner to complete the sentence using the correct form of **product** and appropriate content.

One hair _____ that many teenagers use is _____.

Your Turn Work independently to complete the sentence using the correct form of **product** and appropriate content.

Someday I would like to have a _____ store that sells high-quality _____ such as _____.

Be an Academic Author Work independently to write two sentences. In your first sentence, use **product** in the *singular form*. In your second sentence, use **product** in the *plural form*.

① _____

② _____

grammar tip

Count nouns name things that can be counted. Count nouns have two forms, singular and plural. To make most count nouns plural, add *-s*.

I use recycled products.
He likes board games.

Write an Academic Paragraph Complete the paragraph using the correct form of **product** and original content.

An entrepreneur is a person who creates a new _____^① or business. Entrepreneurs first generate an idea and then _____^② a plan for making it a reality. In order to fund their idea, entrepreneurs usually find investors or get a loan from a _____^③. This requires the entrepreneur to _____^④ that their idea will be profitable. One way that entrepreneurs accomplish this is to test their _____^⑤ with a small group and collect feedback. For example, if an entrepreneur wants to start a cookie business, they might give away their cookies at public events such as _____^⑥ and distribute surveys asking people what they like and dislike about the cookies. This process allows entrepreneurs to share positive feedback with investors, and it can also help them perfect their _____^⑦ before they sell it.