

MANUAL DO ALUNO

DISCIPLINA COMUNICAR EM INGLÊS

Módulos 1 e 2

República Democrática de Timor-Leste
Ministério da Educação



FICHA TÉCNICA

TÍTULO

MANUAL DO ALUNO - DISCIPLINA DE COMUNICAR EM INGLÊS
Módulos 1 a 2

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XXXXXXX

COLABORAÇÃO TÉCNICA NA REVISÃO

DESIGN E PAGINAÇÃO

UNDESIGN - JOAO PAULO VILHENA
EVOLUA.PT

IMPRESSÃO E ACABAMENTO

XXXXXX

ISBN

XXX - XXX - X - XXXXX - X

TIRAGEM

XXXXXXX EXEMPLARES

COORDENAÇÃO GERAL DO PROJETO
MINISTÉRIO DA EDUCAÇÃO DE TIMOR-LESTE
2014



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As Relações com os Outros e com a Empresa

Módulo 1

Apresentação

Neste módulo os alunos vão aprender a apresentar-se numa empresa, utilizando as frases chave de uma linguagem mais formal. Vão também compreender e dar informações pessoais sobre os outros, partindo da sua própria identificação.

Objetivos de aprendizagem

- Conhecer as diferentes nacionalidades.
- Conhecer as diferentes profissões, cargos e responsabilidades.
- Dominar os atos de fala para a apresentação formal e informal numa empresa.

Âmbito de conteúdos

- Linguísticos
 - apresentação formal
 - apresentação informal
 - informações pessoais
 - informações sobre os outros
 - nacionalidades
 - profissões
 - organigramas
- Gramaticais
 - verbos pronominais
 - frases interrogativas



1 People in business

Grammar	The verb To Be Simple Present
Vocabulary	Daily activities Jobs
Communication skills	Introductions
Pronunciation	Alphabet

A – Reading

1. Lorella Braglia is a designer. She lives in the North of Italy between Milan and Bologna. Her company makes clothes, which sell all over the world.

Look at the facts on the right about Lorella Braglia and complete the information below.

- Name: Lorella Braglia
- Nationality:
- Hometown:
- Age:
- Company:
- Job:
- Languages spoken:

2. Now, complete the sentences with the suitable verb.

- Her name Lorella Braglia.
- She in Reggio Emilia.
- She a designer.
- She for Dielle.
- She Italian.
- She Italian, English and German.



B – Speaking

1. Ask a partner these three questions. Write down the answers. Then ask other people.

- Name:
- Nationality:
- Job:

2. Now, tell the class about the people you talked to.

e.g: Her name is Gabrielle. She is French. She is a teacher.

LANGUAGE NOTE

The verb *Be*

1. The verb *Be* is irregular and is often contracted. We use it to talk about age, nationality, job and status.

I'm (I am) Italian. She's (She is) married.

You're (you are) my line manager. . . . They're (they are) German.

He's (he is) thirty. We're (we are) both engineers.

2. To make a question with the verb *Be* we invert the subject and the verb.

Are you married?

Yes, I am.

Is she American?

No, she isn't.

What is his job and where is he from? He is a designer. He's from Greece.

C – Reading

1. Look at the article about Lorella Braglia. Complete the article using the verbs in the box. The first letter of each verb is given.

makes designs employs eat live work do
produces travel presents plays uses are play is





Dielle

Lorella Braglia i.....¹ the founder of Dielle, and also the main designer. Her husband, Danilo, w.....² for the company as Marketing Director. Lorella d.....³ two collections every year and p.....⁴ them at fashion shows in London, Paris and New York.

Dielle m.....⁵ everything in Italy and u.....⁶ very modern equipment in its workshops. The company e.....⁷ the services of seventy workshops in and around Reggio Emilia. It p.....⁸ 100,000 units per year. Lorella and her husband l.....⁹ in a house in the centre of Reggio Emilia, not far from the office. They a.....¹⁰ not often there, because they both t.....¹¹ a lot. How do they relax? 'I d.....¹² yoga and Danilo p.....¹³ golf,' says Lorella. At the weekends they p.....¹⁴ golf together and e.....¹⁵ out at local restaurants with their children.

LANGUAGE NOTE

The present simple

- When we talk about regular actions or permanent states, we use the present simple tense.
I work for Dielle. We speak English and German.
You live in London. They travel a lot
- We add –s to the end of the verb in the third person singular (he, she, it).
He plays golf. It takes two hours to get to work.
She works at home. She knows a lot about computers.

D – Pronunciation

1. Do you remember the alphabet? Maybe this will sound familiar... practice saying the letters aloud.



<http://www.encognitive.com/node/18509>



2. Work with a partner. Spell your company’s or school’s name, your town and your address.

3. Now say the following. What do the letters stand for?



E – Reading

1. Read about Corrado’s typical day. Complete the information about his day.

Hello, my name’s Corrado de Iudicibus. I’m Italian and I live in the north of Italy, in a small town on Lake Maggiore.

I’m married. My wide is a flight attendant for Air Europe. I work for a Dutch bank in Milan. I get up very early – at 4.30 a.m. – and leave home at 6 a.m. I go to work by train or car. The normal time to start work at my bank is 8 a.m., but I arrive at work at 7 a.m. I prefer this because I can do a lot of work between 7 and 8, before my colleagues arrive. I finish work at 6 or 6.30 p.m. and get home an hour later. It’s a long day but I really enjoy my job and the work is very interesting.



A typical day	Corrado	You
I get up at	4.30 a.m.	
I leave home at		
I go to work at		
I arrive at work at		
I finish work at		
I get home at		



2. Complete the information about your day. Then, write a short text about your typical day.

LANGUAGE NOTE

The present simple – revise and remember		Interrogative	Short answer
Read the examples and grammar rules			
Affirmative		<ul style="list-style-type: none"> What do you do? What do you study? 	I'm a pilot. I'm a student. I study economics.
<ul style="list-style-type: none"> I come from France. We have a son and a daughter. 		NOTE: don't = do not	
Negative		<ul style="list-style-type: none"> Use the Present Simple to talk about long-term situations and routine activities. To make the affirmative use the <i>infinitive form</i>. To make the negative use <i>don't + infinitive</i> (e.g. <i>enjoy, live</i>). To make questions use <i>do + I/you/we/they + infinitive</i>. 	
Interrogative	Short answer	⇒ Correct the mistake.	
<ul style="list-style-type: none"> Do you enjoy your job? Do they live in Milan? Where do you live? When do you arrive at work? 	Yes, I do. No, I don't.	Do you study English? Yes, I study.	

F – Practice

Present Simple

1. Put the words in the correct order to make the questions.

- you / get up / do / what time? What time do you get up?
- do / leave / you / when / home? _____

- travel / how / you / do / to work? _____



4. arrive / what time / at work / you / do? _____

5. finish / do / when / work / you? _____

6. home / what time / you / do / arrive? _____

2. Work in pairs. Ask your partner the questions in exercise 1. Answer your partner's questions.

3. Complete the interview with Mario Matei for *Europa Magazine*. Use the Present Simple form of the verbs in brackets.

Interviewer	Mario, where <u>do you come</u> ¹ (you, come) from?
Mario	I _____ ² (come) from Romania.
Interviewer	And where _____ ³ (you, live) in Romania?
Mario	I _____ ⁴ (live) in Ploeisti, which is about fifteen kilometers from Bucharest.
Interviewer	_____ ⁵ (you, work) in Bucharest?
Mario	No, I _____ ⁶ (not), I _____ ⁷ (work) in Ploeisti.
Interviewer	What time _____ ⁸ (you, start) work?
Mario	I _____ ⁹ (start) work at 8.10 a.m.
Interviewer	_____ ¹⁰ (you, travel) a lot for work?
Mario	No, I _____ ¹¹ (not, travel) a lot because mostly I _____ ¹² (work) in the factory, but once a month I _____ ¹³ (go) to a country in Europe for an international meeting.
Interviewer	And how _____ ¹⁴ (you, spend) your free time?
Mario	Well, I _____ ¹⁵ (not, have) a lot of free time, but I _____ ¹⁶ (enjoy) playing football and tennis, and skiing in winter. We _____ ¹⁷ (have) mountains 60 km from our home, so in winter I _____ ¹⁸ (take) a week's skiing holiday with my wife and our two daughters.



4. A journalist asks you questions for an article in Europa magazine. Complete the questions and write your answers.



www.Europa.Magazine.info

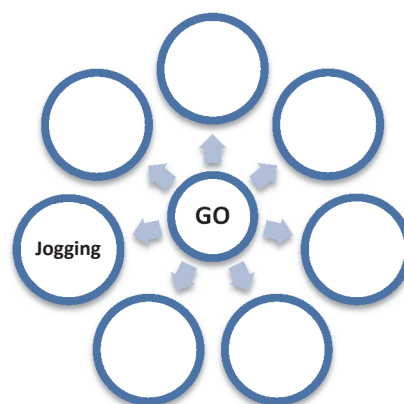
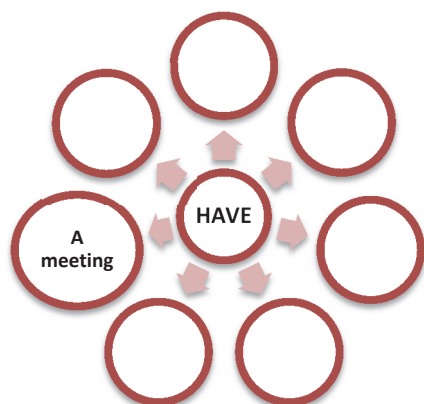
Interviewer	What country <u>are you</u> ¹ (you/be) from?
You	I'm from _____ _____ ² .
Interviewer	Where _____ _____ (you/live) ³ ?
You	_____ _____ ⁴ .
Interviewer	What _____ _____ (you/do) ⁵ ?
You	_____ _____ ⁶ .
Interviewer	Where _____ _____ (you/work) ⁷ ?
You	_____ _____ ⁸ .
Interviewer	_____ (you/use) ⁹ English in your job?
You	_____ _____ ¹⁰ .
Interviewer	_____ (you/travel) ¹¹ to other countries for your work?
You	_____ _____ ¹² .
Interviewer	Thank you very much.



Everyday activities

1. Complete the word maps with words and phrases from the boxes.

A meeting ✓	Jogging ✓	an English lesson
Breakfast/lunch/dinner	To work	A business lunch
For a walk	A (cup of) coffee	Shopping



2. Complete the sentences so they are true to you. Use *have*, *don't have*, *go*, *don't go*.

Add two more true sentences.

- I _____ a cup of coffee for breakfast.
- I _____ to bed before midnight on weekdays.
- At work I _____ a sandwich for lunch when I'm busy.
- I _____ to work by car.
- I _____ two English lessons a week.
- I _____ shopping at the weekend.
- At work I _____ meetings every day.
- I _____ jogging every morning before work.
- I _____.
- I _____.



LANGUAGE NOTE

Meeting someone for the first time

1. Introducing yourself

Let me introduce myself. My name's... How do you do? Pleased to meet you.

Hello. I'm...

Nice to meet you.

2. Introducing another person.

Let me introduce you to... How do you do? Pleased to meet you.

This is my colleague...

Nice to meet you too.

3. Other questions.

Where are you from?

I'm from (but I work in)

1. Watch the following videos on YouTube.com and practice:

- Different ways to greet (saying “hello”) people in English.
- Casual through formal English expressions.
- Various vocabulary words and phrases.
- How to speak the phrases with proper intonation and feeling.

<http://youtu.be/lfhvWKb9tMg>

<http://youtu.be/aHxBojQMUOA>

<http://youtu.be/cQnD3qJiJPo>

<http://youtu.be/5Kzhn99jOIY>



Practice

Greetings, Introductions and Goodbyes

1. Look at the three pictures. Match the phrases from the box below with the correct pictures. Which expressions are used for:

- Greetings?
- Introductions?
- Goodbyes?



2



3

1



Can I introduce you to Mr Bothelo?	Nice to meet you.
Goodbye.	Fine, thanks. Very busy as always.
Good morning, Mr Tinoco.	How's everything?
Pleased to meet you, too.	How are you?



2. Write two conversations between Mr. Tinoco and his colleague, Mr. Bothelo.

1- when they meet and say hello 2- when they say goodbye

Conversation 1		Conversation 2	
MR. TINOCO	Good Morning, Mr. Bothelo. _____ _____	MR. TINOCO	Well, goodbye. _____ _____ _____
MR. BOTHELO	_____ _____ _____	MR. BOTHELO	_____ _____ _____
MR. TINOCO	_____ _____	MR. TINOCO	Thanks, _____ _____

3. Complete the conversations with the phrases in the box.

- a Pleased to meet you.
- b Mr. Alhalwani, can I introduce you to Artur Penderecki?
- c Fin**th**anks.
- d Goodbye.
- e Well, goodbye, Ms. Estrada. It was nice meeting you.

Greetings

MS ESTRADA	Good morning, Mr Alhalwani. It's good to see you again.
MR ALHALWANI	¹ Good morning, Ms. Estrada. It's nice to be here again
MS ESTRADA	²
MR ALHAWANI	³



Introductions

MS ESTRADA	4
	Artur, this is Mr Hamada Alhalwani.
ARTUR PENDERECKI	5
MR ALHALWANI	6
MS ESTRADA	Artur is the company lawyer.

Goodbyes

MR ALHALWANI	7
MS ESTRADA	I enjoyed meeting you, too. 8
MR ALHALWANI	Thank you. I hope to see you again soon.
MS ESTRADA	9



2 Talking about your company

Grammar	Present Simple question forms
	Present Simple negative forms
Vocabulary	Nationalities
	Word families
	Jobs and responsibilities

A – Vocabulary



Nokia across the Globe

factories in 10 countries

employs 50,000 worldwide

customers in 130 countries

1. Here is some information about Nokia, the Finnish telecommunications company. Complete the sentences with the words below.

competitors product employees factories
 markets customers sales head

1	The of Nokia is Helsinki.
2	Europe is one of the company's major
3 in China are very high.
4	Ericsson is one of the main
5	They have in ten different countries.
6	The company has more than 50,000 in the world.
7	The Nokia 9100 is a very successful
8	Nokia has In at least 130 countries.



B – Reading

1. Simon Hastings has an interview with a senior manager at Nokia, Mr Poranen. Read the interview and complete the information.



Inside Nokia Labs

www.phoneborn.com

- | | |
|-------------|--|
| S. Hastings | Can you begin by telling us a bit about Nokia? What does the company do? |
| Mr. Poranen | Nokia mainly produces and sells mobile phones. We also build base stations - they transmit the signals. |
| S. Hastings | And where are you based? |
| Mr. Poranen | The head Office is in Helsinki. We also have a research centre in Tampere. That's about 150 kilometers north of Helsinki. We have research centres in other countries as well. |
| S. Hastings | I see. How many people do you employ? |
| Mr. Poranen | About 53,000 worldwide. We have factories in about ten countries and offices in many more. |
| S. Hastings | What languages do you speak in the company? |
| Mr. Poranen | Finnish. And English, of course. |
| S. Hastings | What are your biggest markets? |
| Mr. Poranen | China. We sell a lot of telephones in China. I go there a lot. The US is also a big market and Europe too. There's a lot of competition. |
| S. Hastings | Who are the competitors? |
| Mr. Poranen | Motorola and Ericsson. |
| S. Hastings | Where do you advertise? |
| Mr. Poranen | On TV, in magazines, and on buses. We also sponsor sports events. |



Company	Nokia
Activity
Head Office
Research Centre	Tampere.....
Employees
Languages
Major Markets
Main Competitors
Advertising

LANGUAGE NOTE

Present Simple questions and negatives

- To make questions and negative sentences we use the auxiliary **do / does**.

Where do you live?

I live in Paris. I don't (do not) live in Milan.

When do they finish work?

They finish work at 12.00.

They don't work in the afternoon.

Do you live here?

No, I don't.

Do you speak English?

Yes, I do.

- We use **does** for the third person (**he, she** or **it**).

What languages does she speak?

She speaks Finnish and English.

She doesn't (does not) speak

Spanish.

Does he smoke?

Yes, he does.

Does she work with them?

No, she doesn't.



D – Vocabulary

1. Here are some facts about Nokia. Complete the sentences with the correct words.



1	Nokia on buses in China. Nokia has on buses in China.	<i>advertisements / advertises</i>
2	Nokia the 9100. The 9100 is one of Nokia's	<i>products / produces</i>
3	Nokia a lot of telephones in China. Nokia has large In China.	<i>sales / sells</i>
4	There are 53,000 The company 53,000 people.	<i>employs/employees</i>
5	Ericsson is one of Nokia's Nokia with Ericsson in the mobile phone market.	<i>competes / competitors</i>
6	Texas Instruments is one of Nokia's Texas Instruments Nokia with parts for mobile phones.	<i>suppliers / supplies</i>

2. Write similar sentences about a company you know using the words in exercise 1.

3. Complete the table of word families.

Verb	Noun	Person	Expressions
sell	Sales ¹	sales figures
compete ²	competitor	competitive prices
..... ³	advertising/advertisement	advertiser	advertising campaign
employ	employment ⁴ ⁵ employer	self-employed
produce	product ⁶ productivity	producer	productivity bonus



E – Pronunciation

1. Look at the table below. The items in the first column are typical of a particular country. Complete the table with the correct countries and nationalities, as in the example.



		Country	Nationality
1	Champagne	France	French
2	Carnival	Brazil	Brazilian
3	Pasta	Italy	Italian
4	The Great Wall	China	Chinese
5	Port	Portugal	Portuguese
6	Kangaroos	Australia	Australian
7	BMW car	Germany	German
8	Sony	Japan	Japanese
9	Paella	Spain	Spanish / Spaniard
10	Tequila	Mexico	Mexican

F – Reading

1. Later on in his interview, the manager talks about his spare times. Read and answer questions 1-5 below.

(...)

- | | |
|-------------|--|
| S. Hastings | What do you do at the weekends? |
| Mr. Poranen | I often go to my cabin near Lake Pukkala. |
| S. Hastings | What do you do there? |
| Mr. Poranen | I swim or go fishing. |
| S. Hastings | Who do you go fishing with? |
| Mr. Poranen | My sons. |
| S. Hastings | And where do you swim? |
| Mr. Poranen | In the lake. It's very cold but very refreshing. |
| S. Hastings | What do you do in the evenings? |
| Mr. Poranen | I listen to music or take a sauna. |
| S. Hastings | Thank you |



1. What does Mr. Poranen do at the weekends?

.....

2. What does he do there?

.....

3. Who does he go fishing with?

.....

4. Where does he swim?

.....

5. What does Mr. Poranen do in the evenings?

.....

2. Ask a partner similar questions using the words below and the question words *What? Where? Who? Why? When?*

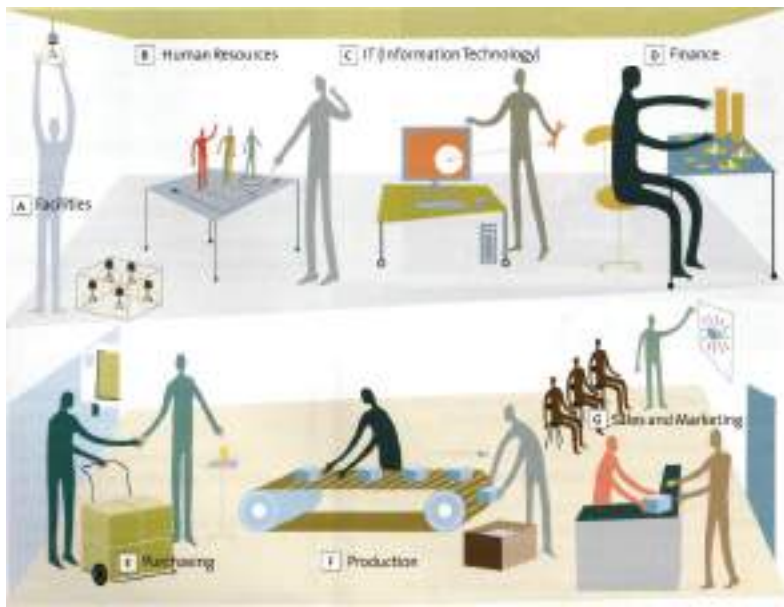
1	weekends
2	evenings
3	on holiday



G – Vocabulary

1. Look at the picture. Discuss what you think these people and departments do.

Example: *I think the Purchasing department buys things the company needs.*



2. Match the departments (A_G) and descriptions (1-7).

1. It deals with billing, salaries, taxes, investment and budgets. D
2. It is responsible for advertising and market research. It organizes the selling of the product. _____
3. It produces the finished products. _____
4. It deals with staff and is responsible for recruiting and training. _____
5. It organizes the maintenance of the buildings, including office space. _____
6. It is responsible for the computer systems, and trains staff in computer use. _____
7. It is responsible for buying the materials the company needs to make its products. _____

H – Speaking

1. Work with a partner. Take it in turns to talk for 60 seconds. Talk about your name, your town, your job, your company, your hobbies. Use the expressions below to help you.

- My name is
- I am
- I live in



- It's a Town / city in the north / south / east / west of...
- I am a and I'm responsible for
.....
- I work for
- In the evenings / at weekends I
.....

2. Now tell the class what you know about your partner.

Example: *His / her name is ...*

He / She's



3 Company facts and figures

Grammar	Present Simple - all forms
Vocabulary	Large numbers
Communication skills	Presentations

A – Vocabulary

1. Say these numbers. Then try to match them with item 1-5 below.

- 432 26,836,000
- 805,602 2,737 75,000,000

1. The price in dollars of *The portrait of Dr. Gachet*, by Vicent Van Gogh



The Portrait of Dr. Gachet by Van Gogh



2. The average daily sales of The Times (UK newspaper)

3. The length in meters of the Golden Gate Bridge in San Francisco



4. The population of Tokyo in 1998

5. The number of Metro stations in Paris

2. Here are some facts about Pizza Hut (UK). Use the words in the box to complete the sentences.

turnover employs market share located
 products subsidiary competitors outlets



1. The headquarters of Pizza Hut (UK) is _____ in London.
2. Their range of _____ includes pizza, pasta, salads and desserts.
3. The company _____ 16,000 people.
4. Pizza Hut's _____ is over £300m.
5. Their main _____ are Pizza Express and Ask.
6. They have _____ in most large towns in Britain.
7. Pizza Hut (UK) is a _____ of Tricon Global Restaurants.

3. Check Pizza Hut's website (UK) and search for information to make a short presentation of the company. www.pizzahut.co.uk

B- Reading

1. Look at these notes on Swiss watch manufacturers the Swatch Group.



- 1- Swatch Group – group of 16 watch companies
- 2- Swatch – quartz mechanism – only 51 parts (most other watches more than 150)
- 3- The Chairman and founder – Nicolas G. Hayek Senior
- 4- New collection with more than 150 watches in 4 ranges twice a year
- 5- 50 production centres – in Europe: France, Switzerland, Italy, Germany; - In Asia: Thailand, China, Malaysia
- 6- Most famous product – Swatch watch
- 7- Plans – components for telecommunications industry in the future
- 8- The group – sell – 25% of the world's watches
- 9- Swatch – cheap, from \$35
- 10- Companies in group include Omega, Tissot, Calvin Klein, Swatch and Flik Flak – watches and watch components
- 11- Headquarters – Biel, Switzerland
- 12- Future plans – components for entire Swiss watch industry and companies outside Switzerland
- 13- Annual sales – 118 000 000 watches
- 14- Omega – luxury watches,;Tissot and Calvin Klein – middle of the range; Swatch and Flik Flak – basic watches



2. Now organize the information under the appropriate headings, as in the examples

Organization / Structure	Location / distribution	Products	Sales	Future plans
Swatch Group – group of 16 watch companies		4 new collection of 150 watches in 4 ranges twice a year		

3. Put your notes into complete sentences. Use the verbs in the box to help you.

Example: *The Swatch Group is a group of sixteen watch companies.*

The Swatch has a quartz mechanism with only fifty-one parts. Most other watches have more than one hundred and fifty.

be plan produce manufacture
sell present make have



4. Make a short presentation on the Swatch Group using this information and the language from the Language Note below.

LANGUAGE NOTE

Presenting a company

1. Structure and location.
 - *The company / group is called ...*
 - *It is a (French) company, based in (Paris).*
 - *It has factories / production centres / subsidiaries in...*
 - *The Chairman / CEO / founder / owner is...*
 - *It employs (200) people / It has (200) employees.*
2. Products and customers
 - *Their main activity is ...*
 - *The main products / customers are ... and...*
3. Results and future plans
 - *The annual turnover is (\$30 million) with profits of (\$2million) ·*
The company is successful because...
 - *We plan to...*

C– Speaking

1. Now prepare a short presentation on your company or a company you know. Use the expressions in the Language Note and the headings below to help you. You may check these videos on YouTube to help you.

<http://youtu.be/auTmAd9as9A>

<http://youtu.be/ynE99s-UaLg>

- Name
- Activity
- Location
- Employees
- Products
- Production
- Future plans



Bibliografia

O docente que lecionar o módulo proporá os livros, revistas, endereços da internet ou outros recursos, para que os alunos possam desenvolver os seus estudos e pesquisas indispensáveis ao processo de aprendizagem.

Livros

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As Formas de Atendimento

Módulo 2

Apresentação

Neste módulo pretende-se que os alunos utilizem adequadamente a língua inglesa nas diversas situações relativas ao atendimento.

Objetivos de aprendizagem

- Atender clientes nos diferentes formatos de comércio e ramos de atividade, utilizando a língua inglesa.

Âmbito de conteúdos

- Linguísticos
 - ramos de atividade, formatos de comércio
 - atendimento assistido e semiassistido
 - informação sobre o produto/serviço
 - localização do produto/serviço
 - pagamento do produto/serviço
 - agradecimentos e despedida
- Socioculturais
 - lojas de departamento
 - grandes superfícies do ramo alimentar
 - venda a distância



1. Talking about companies

Grammar	Simple Past Wh - Questions
Vocabulary	Different types of companies Products
Communication skills	Finding out about companies

Vocabulary

1. Look at these company names and logos. What lines of business do you think they are in? Use the industries in the box to help you.



Aerospace airline banking bar coding catering computing
 Financial services food processing packaging telecommunications

Speaking

1. Compare your answers in small groups, like this:



Reading

1. Now match these company profiles to the companies in **A**.

<p>1. Aerospace</p>	<p>2. Food processing</p>
<p>We are a space technology company that designs, manufactures and markets a broad range of space products and services, including spacecraft systems, satellite-based data computation and observations services.</p>	<p>We opened our first restaurant in 1978 and currently operate the largest chain in the country with 103 restaurants. Our restaurants feature best quality Tex-Mex food and traditional-style Mexican food at affordable prices. We provide an alternative to higher-priced traditional sit-down restaurants and lower quality fast food establishments.</p>
<p>3. Packaging</p>	<p>4. Financial services</p>
<p>We manufacture and market a range of consumer packaging in metal, glass and plastics. Our main customers are in the European beverage and food industries. We are one of the leading packaging companies in Europe with production units in Sweden, Denmark, Norway, the Netherlands, Germany, the UK and Austria. We have approximately 5,300 employees, 75% of whom work outside Sweden.</p>	<p>We are a Russian-based brokerage and consulting company established in 1992 at the start of the privatization process in Russia. Our main office is located in Moscow and we also have regional branches in Siberia and the Krasnodar region. We deal in shares of Russian privatized enterprises and also provide a full range of financial services related to Russian securities operations.</p>



2. Read the following text about a company. Then answer the questions:

The long-term goal of the Atlas Copco Group is to be the world's leading company within its specialised areas of business: compressor, construction and mining industrial technologies. The group employs more than 21,000 people, of whom 14% work outside Sweden. Operations are conducted through 17 divisions, which manufacture products in 57 plants in 15 countries. The major share of manufacturing is conducted within European Union countries. Each division has total business responsibility.

Adapted from www.atlascopco.com

1. What's the name of the company?
2. What line of business is this company in?
3. What goods or services does this company provide?
4. How many employees does this company have?
5. Where are the headquarters?

3. Read this article. What kind of business is Servcorp?

Instant Office at the ready



For the first six weeks Joan Slater sat alone in an empty office. "I thought I had a good idea, but then I wasn't so sure", she remembers.

In 1978 she set up her company, called it Servcorp and leased half a floor of a central Sydney building. Her business plan was to meet the temporary office needs of business people. In those first six weeks she was general manager and the only employee of the company! However things got better when an overseas lawyer became her first client. Servcorp's secretaries, receptionists and other employees have been busy ever since.

Today, Slater runs a network throughout Australia and Southeast Asia. Servcorp now leases a total of 22 floors of office space. The company offers modern office facilities with staff, telecommunication links and computers. As a business takes its first steps offshore, it has to have somewhere to call home. Servcorp's offices in Singapore, Malaysia and Thailand and in ten Australian cities provide these homes.



Annual turnover was US\$28 million last financial year and the company made a large profit. Servcorp is now expanding in Japan, Korea and China. Slater went to Japan last June where she studied Japanese and established Servcorp offices in Tokyo and Osaka. She said the secret was to set up the business to an international standard. "Our client can expect the same quality of service as they move from country to country."

4. Now correct these statements.

1. Slater started her business in Melbourne.
2. Servcorp was a success from the start.
3. The first client was a lawyer.
4. Servcorp provides offices, but not staff for new businesses.
5. Servcorp operates in Australia, Southeast Asia, Japan and USA.
6. The company's turnover was AUD\$28m last year.

5. Match a word or phrase in the text with these definitions.

- a. To start a new company _____
- b. To report saying what your company aims to do _____
- c. Something that lasts for a short time _____
- d. Equipment or services for a particular purpose _____
- e. To get bigger _____

LANGUAGE NOTE

Past Simple Tense

Statements

1. She **called** the company Servcorp.
She **leased** a building in Sydney

Questions

1. What **did** she **call** her company?
Where **did** she **go** last year?



1. These verbs are irregular. Find them in the article and write the past simple next to the base form.

be	have	make
become	get	say
do	go	think

2. Here are the answers to some questions. What are the questions? Use the words in the box to help you.

When (2x) where who what why

1. In 1978. _____
2. In the centre of Sydney. _____
3. An overseas lawyer. _____
4. US\$28 million. _____
5. To set up an office. _____
6. June, last year. _____



2. Franchising

Grammar	Adverbs Used to do; be used to doing
Vocabulary	Franchising key vocabulary Suffixes

Vocabulary 1

Franchising is a business system in which a company (or **franchisor**) sells an individual (or **franchisee**) the right to operate a business using the franchisor’s established system or format.

As part of the **franchise agreement** the franchisee pays an initial sum of money, a **franchise fee** or **front end fee**, to the franchisor and agrees to pay a royalty or **management services fee** for continuing advice and assistance, which is usually calculated as a percentage of annual turnover. The franchisee may also pay an **advertising fee** to contribute to the franchisor’s annual advertising fee to contribute to the franchisor’s annual advertising and marketing costs. The franchisee also has to find the necessary capital to open the business. The franchisor provides an **operations manual** which contains all the information that the franchisee needs to run his or her business. A franchisor may appoint a master franchisee to supervise the business in a particular area.

1. In pairs, think of as many examples as you can of franchise operations in your country in the following sectors.

Fast Food	Clothing	Motor Trade
Burger King	Tie Rack	Hertz



2. Student A, make a list of what you think are the principal advantages and disadvantages of the franchise system for a franchisee.

Student B, do the same for a franchisor.

Compare your lists.

3. In pairs, decide if the points below to (a) franchisee or (b) franchisors.

1	They can easily get advice on how to deal to specific problems.	A
2	They do not have to borrow large amounts of capital to expand.	
3	They must respect certain rules.	
4	They have to buy supplies from particular sources.	
5	They are responsible for national advertising.	
6	They can only sell certain products.	
7	They have to seek approval before selling the business.	
8	They provide regular reports on the level of sales.	
9	They can develop their business without having to deal with the problems of recruiting and managing personnel.	

Fast Food	Clothing	Motor Trade
Burger King	Tie Rack	Hertz



Reading

1. You are going to read a text about a typical day in the life of Vanessa Stein, a McDonald’s restaurant franchisee. Using the categories given below, make a list of things you think she has to do during the day.



- a. People management
- b. Time management
- c. Networking
- d. Administrative work
- e. Unskilled work
- f. Working at home

2. Read the text on the next page and compare your ideas with what she actually does.

3. Read the text again and decide if the following statements are true (T) or false (F).

1	Vanessa Stein starts to organize her day before she goes to work.	T
2	In the future Vanessa will continue to work in exactly the same way as she does today.	
3	The restaurant has not changed since the Steins bought it.	
4	The majority of McDonald’s restaurants in the UK are not franchises.	
5	Vanessa’s husband did his training after having been accepted as a franchisee.	
6	Every two weeks they receive an independent evaluation of how	
7	Vanessa feels that she is best at working directly with customers.	
8	All of the administrative work is done in electronic form.	
9	If she didn’t have children, she would probably stay longer at work.	



One day in my life



Three years ago, Vanessa Stein and her husband Tom took up the fast food challenge: they bought the franchise for a McDonald's restaurant near Leeds.

EARLY MORNING is always an effort for me. The alarm goes off at 6:30 a.m. and then I have 20 minutes' 'thinking time' to make some mental lists before I get up. I live by lists, actually—it's the best way to keep things organized.

Recently I've been arriving at our McDonald's restaurant around 8:30 a.m. I've mastered the computerized accounts now so I'm training one of our floor managers to help me with the administration. Eventually this should give me more time to get involved in other areas of the business such as interviewing staff.

Our restaurant is in a retail park around five miles outside Leeds. Since we bought the franchise in 1995, we've already expanded the seating and now we're looking to expand the restaurant itself. We have to conform to the McDonald's standards (quality, service, cleanliness and value) of course, but the restaurant is actually our own business. We directly employ some 75 staff, order and pay for supplies (from 'preferred suppliers'), take care of any maintenance or refurbishment, arrange local marketing, and so on. Around a quarter of all McDonald's 800 UK restaurants are franchised.

Buying this franchise was a big move for us. Tom (my husband) had to do nine months' training before we could even be considered for a franchise. It paid off though, and we are delighted with this place—it boasts what was the first Drive-Thru in Yorkshire!—and the surrounding countryside is truly beautiful.

By 9:30 a.m. I'm ready for a Bacon & Egg McMuffin and a cup of tea. I'll have a quick chat with our regular breakfast customers before opening the post. This brings invoices from suppliers, marketing and training information from McDonald's (they run the training courses but we pay for our staff to attend), bookings for parties, or perhaps the monthly report from the 'Mystery Diner'.



Mystery Diners make monthly checks on every restaurant and Drive-Thru in the country. All aspects are assessed—food quality and presentation, atmosphere, quality and speed of service, restaurant cleanliness and so on. Staff are often commended by name, so I pass the news on to them and make sure any problems are tackled. We're currently eighth in the UK league, which is pretty good.

We have an ongoing dialogue with McDonald's. A field consultant visits us every two or three weeks, and there are regular meetings with other franchisees to share ideas and experience.

Much of my morning is spent updating computer records. Tax office queries, training records, payroll, etc, have to be organized. Staff turnover varies but we can sometimes lose our casual workers when they go to university or decide to go traveling. There are McDonald's all over the world now, so their training here really can open distant doors. The lunchtime rush starts around noon. On the rare occasions that we're short staffed (e.g. flu season), I'll muck in and serve customers (memories of my waitressing days at university!). I've even been known to cook fries when necessary. As with any small business, one has to be flexible but I think it's also important to focus your energies where they are most effective. For me, this is behind the scenes admin work.

Vocabulary

1. Match the words from the text with their corresponding definitions.

University of Warwick Network

*to boost: to have as a feature

*a rush: a busy period

*a bomb site: a place where a bomb has exploded

*to snore: to breathe noisily when sleeping



Vocabulary

1. Match the words from the text with their corresponding definitions.

1	a challenge	a	a reservation
2	maintenance	b	a list of employees and the wages they are paid
3	a booking	c	work involving written or printed documents
4	a report	d	to review and include recent changes
5	to tackle	e	a piece of writing giving information on a particular subject
6	to update	f	to pay special attention
7	records	g	a difficult but exciting thing to do
8	a payroll	h	keeping equipment in good condition
9	to focus F	i	to deal with
10	paperwork	j	written documents containing information about the past



2. Complete the following questionnaire using words from exercise 1. Change the form of the words where necessary.



1 When working with other people do you focus on the work that you can do best?

Yes No

2 When preparing a written _____ do you list the different sections then make a brief summary of what you include in each?

Yes No

3 Do you _____ your address book as soon as people move?

Yes No

4 Do you organise your _____ so documents are grouped according to subjects?

Yes No

5 Do you enjoy the _____ of doing new and perhaps more complicated work?

Yes No

'6 Do you regularly do _____ work to make sure that equipment works efficiently?

Yes No

'7 Do you keep clear _____ of the work that you have already done?

Yes No

8 Do you _____ the most difficult pieces of work first?

Yes No



Vocabulary development

1. Look at the way these nouns are formed.

noun	stem	suffix
assessment	assess (verb)	+ ment
effectiveness	effective (adjective)	+ ness
regularity	regular (adjective)	+ ity
administration	administer (verb)	+ation

Say the nouns and stems. Which nouns have the same main stress as their stem?

Which nouns have a different main stress?

2. Using a dictionary check that you understand the meaning of the words below. Put the words into the correct columns in the table.

confidential	willing	prepare	require
organise	similar	present	invest
disagree	careless	popular	aware

-ment	-ness	-ity	-ation
		confidential	



LANGUAGE NOTE

Adverbs

1. Look at these adverbs expressing time.

*Early morning is **always** an effort to me.*

***Recently** I've been arriving around 8.30 a.m.*

***Eventually** this should give me more time.*

*We've **already** expanded the seating.*

*We're **currently** eighth in the UK league.*

*We **sometimes** lose our casual workers. I've*

***usually** divided the masses of paperwork.*

Practice

1. Match the adverbs to their corresponding definitions.

1	not long ago	recently
2	after a long time	
3	by or before now	
4	at the present time	
5	on some occasions but not all	
6	on most occasions or in most situations	
7	all the time	



Used to do; be used to doing

1. Look at the photos of the same person.



A He **used to** go to school in a small village.



B He **is used to making** presentations.

Complete the rules with *used to + infinitive* or *be used to + -ing*.

- **Used to + infinitive** is used for things that happened regularly or for a long time in the past but which no longer happen.
- **Be used to + -ing** is used when talking about something which is familiar and no longer strange.

Practice

1. Complete the following sentences about Vanessa Stein by combining the verb in brackets with the appropriate form of *used to* or *be used to*.

- 1 She used to go (go) to university.
- 2 She _____ (help) her children with their homework.
- 3 She _____ (chat) with regular customers.
- 4 She _____ (attend) meetings with other McDonald's franchisees.
- 5 Her husband _____ (snore).
- 6 The restaurant _____ (have) fewer seats.
- 7 She _____ (take) work to do at home.



3. E-Commerce

	Types of business
Vocabulary	Internet products and services
	E-words

Vocabulary 1

1. Discuss the following questions with a partner.

- Where does your family buy books, computers, flights, food?
- Do you buy things on the Net?
- What are the advantages and disadvantages of e-shopping?

2. Now read about Amazon.com. Student A reads the following text and Student B reads the text on the next page. Then cover the information and ask your partner these questions.

Student A's questions

- Where does your family buy books, computers, flights, food?
- Do you buy things on the Net?
- What are the advantages and disadvantages of e-shopping?

2. Now read about Amazon.com. Student A reads the following text and Student B reads the text on the next page. Then cover the information and ask your partner these questions.

Student A's questions

- How many people work for Amazon?
- What are some of Amazon's key features?
- How does it manage all the data?
- Does anything ever go wrong?





Amazon.com is a website where millions of customers in over 200 countries can buy a wide range of goods online. They sell both products and services. These include books, CDs, DVDs and computer games, clothes, computers, mobile phones, cameras and travel services. You can also rent DVDs. This amounts to tens of millions of items. The company is based in Seattle, in the United States, but it has an international division with localized languages, products, and customer service. Amazon.com doesn't have just one website, but six global websites.

Student B's questions

- What is Amazon.com
- What sort of things does it sell?
- How many products does it have?
- Where is Amazon based?
- How many websites does it have?



Amazon does not say precisely how many it employs, but it is probably over 5,000 people. It also offers tailored services, product reviews, a secure payment system and the opportunity to 'look inside' over 250,000 books. Amazon's incredibly powerful database (data warehouse) manages product flow, interacts with consumers, offers a fast service, and gets business intelligence. It doubles in size every year, and is updated six times a day. However Amazon does make mistakes. It once offered pocket computers for £7 instead of £192. Some people ordered 50 computers before Amazon temporarily



3. With your partner, read the two texts again and translate the following key terms into your own language. If necessary, use a dictionary.

- 1 range _____
- 2 customer service _____
- 3 secure payment _____
- 4 product flow _____
- 5 to update _____

Reading

1. Read the introduction to the article. Then with your partner, discuss how we use the Internet in business.



You probably use the Internet to send emails, download music and films, or look for information. But did you know that Internet is transforming the business world?

Electronic commerce (e-commerce) is the buying and selling of products and services on the Internet instead of using shops, phones, faxes, and letters. It creates opportunities for companies to sell more and to improve customer service. It also gives customers greater choice. There are three main types of e-commerce. The first is Business to Consumer (B2C) - the consumer buys goods or services from a company on the Internet. Many consumers now buy books, music, or tickets on the internet. The second type of e-commerce is Consumer to Consumer (C2C) – people sell and buy directly on sites such as eBay. The third type is Business to Business (B2B) – commerce between companies. They use the Internet to order goods, get services and manage their business. It is fast and efficient.

In the past, the car manufacturers Ford ordered thousands of parts from hundreds of different companies. They told the suppliers which parts they wanted and the supplier sent a proposal to supply them. It was a long and expensive process. These days, Ford uses special B2B electronic exchanges to order their parts and then the suppliers put in electronic bids for the job. This process is much quicker and cuts costs. Companies don't need large Purchasing departments and suppliers have to cut their prices to be competitive.



So which parts of the world are most 'e-active'? Europe is number one, then US comes second, while Hong Kong is the biggest in Asia-Pacific, particularly in e-business services. In fact, in the last years, Europe's three major markets – the UK, Germany and France – carried out around 25% of their sales online. This figure is increasing from year to year.

2. Read the article and match the definitions to the terms.

1	order	a	buying
2	supplier	b	a price that a company offers to do work or supply parts for if it wins the order
3	bid	c	to request goods from a company
4	costs	d	a person or organization that provides goods or services
5	purchasing	e	the amount of money spent on running a business

3. Read the article again and decide if the sentences are true (T) or false (F).

1. Electronic commerce uses phones and faxes to do business.
2. B2B is when a consumer and a company do business together.
3. B2B is when private individual sell or buy things on the Internet.
4. Ford used a B2B in the past but didn't get good results.
5. When a company uses B2B they save money and time.
6. A quarter of all European business is done online.

4. Complete the sentences with vocabulary from exercise 2.

1. David, the budget is only €12,000 for this project. Please be careful with the _____.
2. I'd like to _____ fifteen office desks and chairs from the New Dawn range.
3. AGD Construction put in a _____ of €120 million to build the stadium.
4. We have found an excellent _____ in Spain for our engine parts.
5. Beamish Electronics have appointed a new buyer to their _____ department.



5. Discuss the advantages and disadvantages of e-commerce.

Examples:

- Advantages: You access thousands of buyers.
- Disadvantages: It needs a big IT department.

Write down your notes.



4. Retailing

Grammar	Make & Do Prepositions of place
Vocabulary	Compound nouns Types of business
Communication skills	Making and answering a consumer survey

Vocabulary 1

Retailing is the business of selling products to the general public. Most **retailers** sell from **shops** or **stores** which are called **outlets**. Many countries have large retail chains which are organized nationally and sell standardized selection of products. Their outlets are often in **shopping centres** (US **malls**), where there is a large variety of stores in the same location.

Many large retailers operate from out of town locations with parking facilities, known as either **hypermarkets** (over 30,000 square metres) or **superstores** (under 30,000 square metres). They may be on a **retail park**, where there are a number of large stores.

Department stores such as Harrods in London are large shops which sell a wide variety of products, usually from a city centre location. As the name suggests, they are organized in departments, each with its own manager.

Speaking

1. In groups, discuss the retail business in your country. How has the business changed in recent years? What do you think are the reasons for these changes?



Listening

1. You will hear your teacher talking about Janet Moore. She is a retail specialist and she's talking about the difficulties facing British retailers who try to penetrate the US market. She talks about four companies:

Habitat

The Virgin Group

The Body Shop

Next



Listen to **part 1**. Which of these companies

1. have been successful in the US?
2. have had to modify their US operations?
3. have abandoned the US market?

2. Look at the list of potential problems for British retailers entering the US market.

Which of these do you think are the actual problems?

- a. Assuming that American and British consumers have the same tastes.
- b. Not investing enough money in their operations.
- c. Offering too many products for sale.
- d. Not advertising enough.
- e. Taking too long to react to competition.
- f. Not having high enough prices.
- g. Sending UK managers to run the stores.
- h. Choosing the wrong locations for stores.

Listen to **part 2** and tick the problems Ms. Moore mentions.

Reading

1. Look at the headline and introduction opposite. Write five questions you would like to ask about Richer Sounds.



2. Read the text and see if you can find the answers to your questions.

Richer Pickings

richersounds

The UK's hi-fi, home cinema & hi-tech TV specialists

At hi-fi chain Richer Sounds "we have a laugh", sell more per square foot than any other retailer in Britain.

By Nigel Cope

Who is the busiest retailer in Britain? Marks and Spencer? Sainsbury perhaps, or Tesco? Wrong on all three counts. The answer is Richer Sounds, a little-known, privately-owned, cut-price retailer of hi-fi equipment with 28 shops in the UK.

In the Guinness Book of Records, Richer Sounds warrants an entry for the highest sales per square foot of any retailer in the UK - £17,000 - for its store on London Bridge Walk in the City. Even taking an average across all 28 stores, Richer Sounds still clocks up £5,780 per square foot, ten times more than Marks and Spencer, six times the sales achieved by Sainsbury.

It is profitable too. Sales are up and its operating margin has soared from 3.4% in 1999 to almost 13% today. Last year Richer Sounds made profits of more than £3m on sales of almost £48m.

The man behind Richer Sounds' success is founder, managing director and 98 per cent shareholder Julian Richer, a 39-year-old Londoner who, at the age of 14, used to buy and sell candles during the energy crisis of 1974. A likeable bloke who wears his blond hair in a pony tail and operates from a small converted Victorian vinegar factory in Bermondsey, south-east London, he raps out his sales pitch*.

"Even when I was at school, I wanted to go into business," he says "but my age was against me. Property was out - I wasn't old enough to sign a contract. Cars were out - I couldn't drive. So I turned to hi-fi, which was catching on at school. I bought a second-hand Bang and Olufsen

for £10, dit it up* and sold it for £22". In 1979, at the age of 19, he opened his first shop - the one on London Bridge Walk.

Since then little has changed. In simple terms, Richer Sounds sells discounted hi-fi from tiny, basic shops with low overheads. Stock turnover is rapid and the company's smallness gives it flexibility to take advantage of deals offered by manufacturers on end-of-line or surplus equipment.

The technique has enabled Richer Sounds to secure itself a lucrative niche in a £4bn audiovisual market dominated by independents.

While leading multiples stock mainly the mass market, volume selling midi systems which became popular in the 1980s, Richer Sounds sell only hi-fi separates such as tuners and amplifiers. It buys either end-of-line ranges which manufacturers are hoping to off-load before the next, cosmetically different model arrives from Japan, or small orders of current models which, perhaps because of poor stock management, the manufacturer is prepared to sell at a reduced price. Now, as manufacturers' stock control improves, three-quarters of its stock is current models.

Suppliers are keen to do business with this quirky* retailer. "People like Dixons and Comet have so many stores (344 and 262 respectively) that unless you've got 5,000 of a model it's not worth their while putting it into their distribution system", says Clive Roberts, sales and marketing director of Akai. "With Richer, you can do a deal on 30". Marketing is a key weapon. Richer Sounds advertises

regularly in national newspapers ("We buy late space at a discount", Richer says) and in alternative* magazines such as Private Eye and Viz. Every month it produces up to 350,000 copies of a brochure pushing the latest offers.

The shops are like walk-in warehouses. Outside, "bargain bins" tout special offers including audio cassettes for 59p. Inside, compact disc players, tuners and speakers from leading names such as Sony, Akai and Marantz are stacked from floor to ceiling. Banners hanging from the ceiling proclaim: "If you've seen it cheaper, we'll beat that price by £50."

Good service is another priority. At Richer Sounds staff are trained not to be pushy*. They all attend two training seminars a year at Richer's country house in Yorkshire, where more attention is paid to following the correct administrative procedures.

First-time hi-fi buyers get a call to check that they have plugged in the equipment correctly. Customer receipts include a freephone number they can dial if they have a problem. Richer's own name and office number are supplied too.

The emphasis is on fun. If it's raining, customers are given a free umbrella. In summer they get a Chilly Willy (a type of ice lolly). Other seasonal gifts include mince pies at Christmas and hot-cross buns at Easter. "We have a laugh", Richer says. "We don't take ourselves seriously, but we do take our customers seriously."

Business

*sales pitch: what salespeople say to persuade you to buy

*alternative: not traditional

*to do s.th. up: to repair

*pushy: forcing you to buy



3. Read the text again and choose the best answer for each of the following questions.

The first one is already done.

- 1 Richer Sounds is
 - a. a single outlet retailer.
 - b. a privately-owned retail chain. ✓
 - c. a department store.

- 2 Richer Sounds
 - a. sells ten times more than Marks and Spencer.
 - b. has more outlets than most UK retailers.
 - c. sells more per square foot than any other UK retailer

- 3 Richer Sounds is cheaper than other hi-fi retailers because
 - a. it only sells old models of hi-fi equipment.
 - b. it buys equipment from manufacturers at special prices.
 - c. it sells second-hand equipment.

- 4 Manufacturers like doing business with Richer Sounds because
 - a. it can handle small numbers of items.
 - b. it has a large number of stores.
 - c. it accepts lower discounts than other retailers.

- 5 Richer Sounds
 - a. does all its advertising through brochures.
 - b. gets free publicity from newspaper and magazine articles.
 - c. buys advertising space at a low price.

- 6 At Richer Sounds, staff
 - a. regularly receive further training.
 - b. do not have to follow rules.
 - c. install equipment for their customers.



Vocabulary 2

1. The following words can be used in more than one way. Underline the correct part of speech for each word as it is used in the text on page 10.

1	stock	<u>noun</u>	verb	
2	deal	noun	verb	
3	surplus	noun	adjective	
4	secure	verb	adjective	
5	market	noun	verb	
6	model	noun	verb	adjective
7	order	noun	verb	
8	control	noun	verb	

2. Complete the passage using appropriate forms of the words in Vocabulary 1.

Sephora is a French beauty supermarket chain which has revolutionised the way that perfumes and fragrances are sold. Sephora operates in a market¹ that has traditionally been served either by small exclusive perfume stores or by department stores. It _____² a wide selection of top products from beauty houses like Chanel and Estée Lauder. Two years ago the original founder of Sephora, Dominique Mandonnaud, was approached by the luxury chain LVMH (Louis Vuitton – Moët Hennessy) with an offer to buy the company and one year later a _____³ was made. Today Daniel Richard, the new president, _____⁴ all aspects of the business. He has managed to _____⁵ the support of many of the big brands in the perfume business and has placed big _____⁶ with them. Sephora has ambitious plans for the future, and recently opened a store in New York.

3. Read the text about the American company Wal-Mart, the world's largest retailer. Replace the words in italics with these words from the text on page 10.

a	profits	d	range
b	overheads	e	suppliers
c	niche	f	discount



Wal-Mart is already maneuvering to bring its vision of retailing to the European consumer. In the United States the company operates stores that are often twice as big as their equivalents and which sell a huge ¹ *selection range* of quality products at a significant ² *price reduction* _____. However, duplicating its success in the old continent may prove to be just as difficult as conquering the New World's markets. Firstly, Europe with its limited space available for building new stores and its high ³ *operating costs* _____ may make it more difficult for the company to produce the same ⁴ *positive financial results* _____ that it has had in the US. In addition to that, it may be difficult to persuade ⁵ *companies that provide good for retailers* _____ to do business with them in the same way as they do in the US. But with its purchase of the British supermarket chain ASDA, Wal-Mart clearly wants to establish a ⁶ *particular market* _____ for itself in Europe.

Vocabulary development

1. Look at these compound nouns.

<i>Mass market</i>	<i>Special offer</i>
<i>Distribution system</i>	<i>Leading name</i>

What other compound do you know with these words?

- a. market b. system c. name d. special

2. Match the words from A and B to make compound nouns. Check your answers in a dictionary.

A			B				
1	customer	4	sales	a	power	d	margin
2	duty	5	purchasing	b	goods	e	figures
3	profit	6	consumer	c	service	f	free



LANGUAGE NOTE

Make & Do

1. Look at these sentences.

*Richer Sounds **made profits** of more than £3 million.*

*Suppliers are keen **to do business** with this quirky retailer.*

Make and **do** are very similar in meaning and it is not always easy to know which to use.

1 There are many phrases in which a particular verb is used together with a particular noun, for example:

make a cup of coffee; do some work; have breakfast;

2 We often use **make** in sentences about producing or creating something:

They made a fire in the woods.

Shall I make some coffee?

He made some sandwiches for lunch.

3 We also use **make** in these phrases:

Excuse me. I have to make a phone call.

He makes a lot of mistakes in his work.

I couldn't sleep because the neighbours were making a lot of noise.

4 We often use **do** in sentences about working, or about doing particular jobs:

Have you done your homework?

He offered to do the washing-up.

Practice

1. Which of the following words are used with *make*, and which are used with *do*? Use a dictionary to help you.

- | | | | |
|---------------------------|----------------|--------------|---------------|
| 1 a complaint make | 5 a suggestion | 9 a decision | 13 the typing |
| 2 nothing | 6 a speech | 10 your best | 14 money |
| 3 an exam | 7 a loss | 11 research | 15 a job |
| 4 a mistake | 8 a trip | 12 plans | 16 good |

2. Complete the questions with the correct form of *make* or *do* and words from exercise 1.

- Have you ever had to **make** a **speech** in front of an audience?
- What is the longest _____ that you've ever _____ to a foreign country?
- Have you ever _____ a _____ about the poor quality of something you bought?
- Is complaining useful? Do you think it _____ any _____?
- Do you prefer to _____ _____ in a library or on the internet?



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6. Have you ever _____ any _____ about how customer service could be improved in shops that you have visited?
7. How much _____ do you think you will _____ from your job next year?
8. What _____ have you _____ for the next summer holidays?



3. In pairs, ask and answer the questions in exercise 2.

Language note: prepositions of place

1. Look at the picture of a gift shop and complete the sentences with the words in the boxes.

The personal stereos are ¹ **at the top** of a large display cabinet, ² _____ of some small radios. The hi-fi systems are ³ _____ of the cabinet and the radio cassette recorder are ⁴ _____. ⁵ _____ is a smaller display case containing a selection of jewellery: there are some earrings ⁶ _____ and some bracelets ⁷ _____.

8. The binoculars are on the shelf below the video cameras.
9. The jewellery is _____ the perfume counter.
10. The scarves are _____ the perfume counter.
11. there are some video cassettes _____ a box.
12. There is a 'Sale' sign _____ the jewellery counter.
13. The watches are _____ the earrings and the bracelets.
14. The shop assistant is standing _____ the perfume counter.

at the front
at the back
at the top

at the bottom

above
next to

between
in

front of

below

inside

behind

on the right



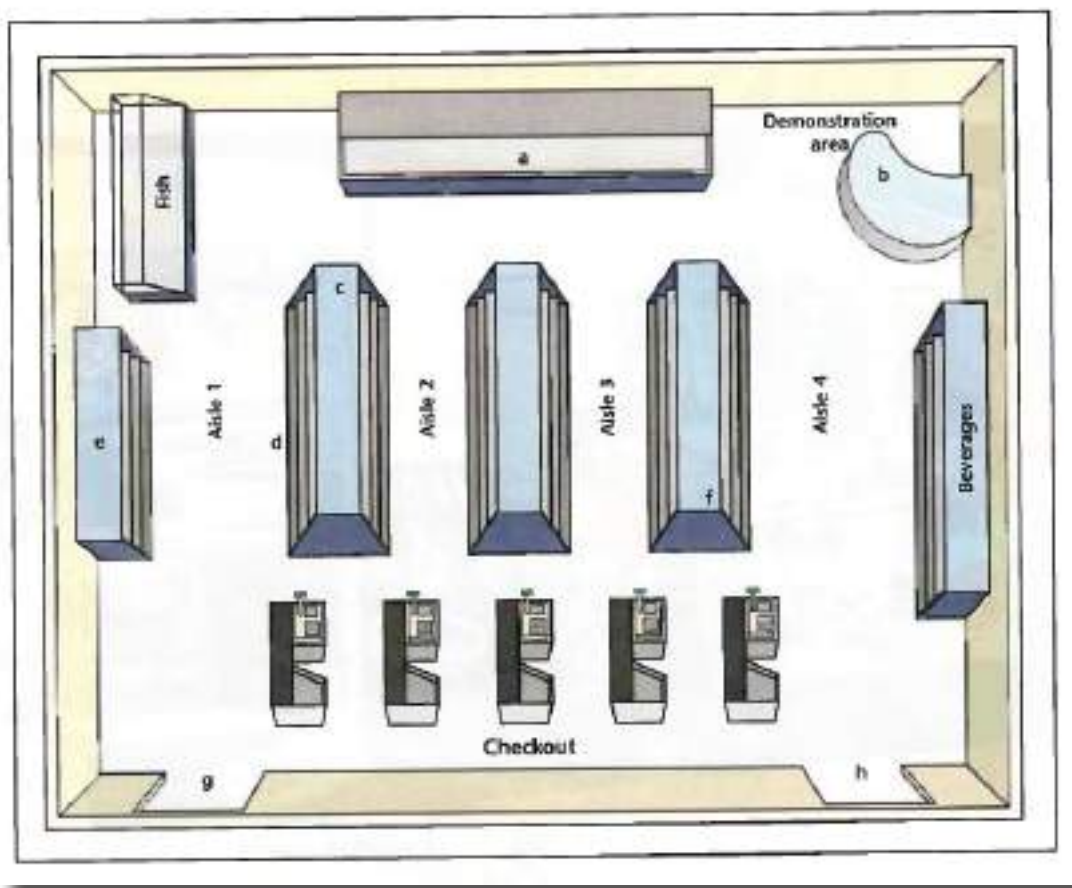


Skills focus

1. Where would you expect to find these items on the supermarket plan below?

Insert picture from page 32





Writing

1. You have been asked to prepare and test a questionnaire that will be used in a consumer survey of customers of a chain of retail bookshops. The questionnaire will be used in interviews with customers to collect the following information:

- Customer profile
- Customer satisfaction
- Attitudes to mail order and e-commerce

In pairs prepare the questions to include in your survey, covering these areas:

✍ Customer profiles:

- Resident / visitor
- Professional and social background
- Income
- Regular / occasional
- Level of spending
- How they discovered the store



📝 Customer satisfaction:

- Service
- Product range
- Prices
- Communication of information
- Suggestions for improvement

📝 Customer attitudes:

- Experience and opinion of mail order
- Experience and opinion of e-commerce

Your questionnaire should contain a mix of question types:

- Multiple choice questions
- Closed questions
- Open questions

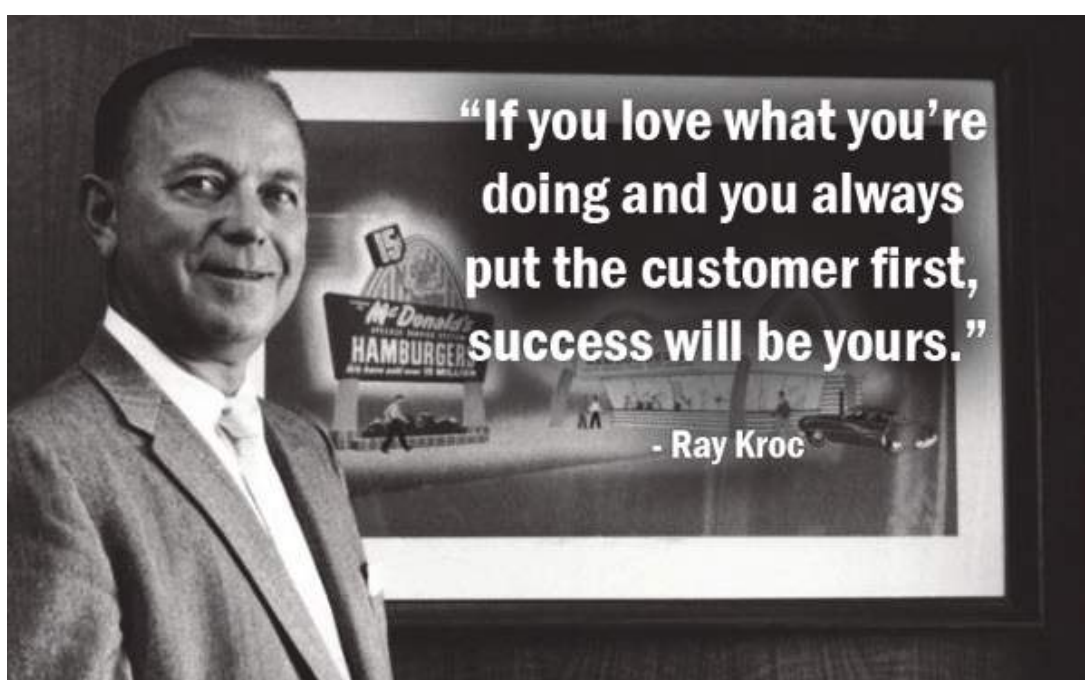


5. Shopping

Vocabulary	Shopping
Communication skills	Assisting a customer

Speaking

1. Look at the following picture and make some comments on it.



2. Watch the following video on YouTube and register the expressions used by the shop assistant to help the customer.

<http://youtu.be/Q-1tfWzHgOA>

Vocabulary

1. It's Saturday afternoon and Isobel, Suzanne and Lisa are at the mall. Tomorrow they have a party and they want to wear something new.



Read the dialogue between the shop assistant and Suzanne and put it into the correct order. Write it down in the table below and then act it out.

10

Thank you. I'll have a look.

Small, usually... Well, sometimes I take medium...

Great! Anything

Yes, I'm looking for a T-shirt.

Good afternoon! Can I help you?

It's your lucky day! There you are! A shocking

It's £12. Thank you. Have a nice day

Hmm... I'm not sure. I'll check it for you.

The T-shirts are over there on the left.

What size are you?

Wow! Fantastic! Can I try it

Yeah... I love it! I'll take it!

No, thanks. Here's my credit card.

Bye!

I like bright colours. Do you have it in shocking pink?

And what colour would you like?

Certainly. The changing rooms are over there (...). Any good?

Lenn / Dreamstime.com



Bibliografia

O docente que lecionar o módulo proporá os livros, revistas, endereços da internet ou outros recursos, para que os alunos possam desenvolver os seus estudos e pesquisas indispensáveis ao processo de aprendizagem.

Livros

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