

Write a word that is similar in meaning to the underlined part.

- 1 Consider everyone as a possible future client.
prospective
- 2 This a small, specialized market. niche
- 3 Advertising on very large boards is inexpensive.
billboards
- 4 We should explore other routes and directions.
alternatives
- 5 Get new ways in which products are made available to customers. distribution channels

Listening

5 Listen to a conversation between two employees. Choose the correct answers.

- 1 What does the manager believe is good news for the company?
 - A The price of the product has been lowered.
 - B Competitors are struggling to sell their products.
 - C More people are becoming interested in gaming.
 - D The packaging of the product has been approved.
- 2 What can you infer about the company?
 - A It controls a chain of gaming stores.
 - B It's hired a marketing firm to do research.
 - C Its niche is composed mostly of teenage girls.
 - D It has not sold products in supermarkets before.

6 Listen again and complete the conversation.

Employee: Not necessarily. My research shows that gaming is a lot more popular with all ages these days. And girls are becoming more interested.

Manager: That's good news for us.

Employee: Yeah, and I think that's where our competitors
1 _____ . They mostly target young males.

Manager: But you think 2 _____ older people and girls.

Employee: I do. We could widen our niche, 3 _____ .

Manager: That's a very interesting idea.

Employee: Of course, it means we may need to explore new avenues for advertising.

Manager: And I assume we'd need 4 _____ too.

Employee: Probably. I thought we might stock _____ sole _____ supermarkets as well as the us _____ st _____ online outlets.
and thinking

Speaking

7 With a partner, act roles below, based dialogue from Task switch roles.

USE LANGUAGE SUCH

I've been thinking a lot
My research shows th
We may need to expl

Student A: You are p marketing for a new p to Student B about

- prospective custo
- advertising
- distribution chann

Student B: Talk to St the marketing for a Make up a produc market.

Writing

8 Imagine that you developing a pro a product and w to your manager marketing ideas words). Make up the employee. T

- Who your pr consumers a
- What the be advertise to
- What distrib and outlets recommend

5 Production



Get ready!

i Before you read the passage, talk about these questions.

- 1 What skills does a supervisor in a manufacturing industry need?
- 2 Many businesses save money by producing goods in other countries. Has this helped or hurt your country's economy?

Reading

- 2** Listen and read the advertisement for a Production Supervisor position. Then, complete the table using information from the text. Present the job to the class.

Job Title:	1 <u>Production Supervisor</u>
Company Name:	2 <u>Pringle and Webster</u>
Manufacturer of:	3 <u>Stainless steel containers</u>
Duties include:	ordering 4 <u>raw materials</u> maintaining 5 <u>output levels</u> 6 <u>Conferencing</u> with clients

PRINGLE AND WEBSTER is currently seeking a Production Supervisor \$60,000 - \$75,000 plus benefits

Pringle and Webster is an established manufacturer of stainless steel containers, supplying the dairy and pharmaceutical industries. We currently have five factories in the northwest. We are currently seeking a production supervisor whose primary role will be to **oversee** our **assembly line** and quality control operations. This is a full-time post, and is based at our Newcastle plant.

Duties will include:

- Ordering the **raw materials** required for production, ensuring there is minimal **surplus** or shortage
- Ensuring factory **output** levels are maintained
- Checking the final products for defects to ensure there is a minimal level of product **recall**
- **Conferencing** with clients to discuss their design specifications
- Developing **measures** to cut company costs
- Essential - At least three years' experience in a manufacturing environment, working in a supervisory role.
- Ability to meet deadlines
- Desirable - Preference will be given to applicants with experience in **lean manufacturing**. It is hoped that the successful candidate will have a major role in developing and **implementing** new measures such as **just-in-time** production, in order to help the company cut costs and improve the efficiency of production.



Vocabulary

- 3** Check (✓) the sentence that uses the underlined part correctly.

- 1 A ZipGo received products due to high quality.
 B Conference with the staff for more information.
- 2 A There's no need to order more, we have a surplus.
 B Our top quality products have many defects.
- 3 A The factory builds raw materials to be used.
 B Forty employees work on this ass line.
- 4 A Lean manufacturing methods reduce costs.
 B Just-in-time production requires...

4 Fill in the blanks with the correct words from the word bank.

Word BANK

operations — output — implement
specifications — manufacturer — oversee

- 1 Han Inc. will implement new methods to save money.
- 2 Check the design specifications before starting production.
- 3 TamCorp is the biggest manufacturer of cars.
- 4 The company must increase output to cover increased sales.
- 5 Mr. Bradley will oversee the workers in the factory.
- 6 Alice managed quality control operations at a large factory.

Listening

5 Listen to a conversation between an interviewer and an applicant for a job. Check (✓) the qualifications that Mr. Robson already has.

- 1 three years of experience
- 2 monitoring quality control
- 3 ordering supplies
- 4 conferencing
- 5 using lean manufacturing

6 Listen to a conversation.

Applicant: I've worked in manufacturing for 10 years. I've been in charge of the assembly line for 5 years. I'm a manager, and I've managed a team of 20 workers. How long have you worked in manufacturing?
Interviewer: How long have you worked in manufacturing?
Applicant: I've worked in manufacturing for 10 years. I've been in charge of the assembly line for 5 years. I'm a manager, and I've managed a team of 20 workers. How long have you worked in manufacturing?
Interviewer: What were your duties?
Applicant: I've managed a team of 20 workers. I've been in charge of the assembly line for 5 years. I'm a manager, and I've managed a team of 20 workers. How long have you worked in manufacturing?
Interviewer: What other skills or experience do you have?

Speaking

7 With a partner, act out the roles below, based on the dialogue from Task 6. Switch roles.

USE LANGUAGE SUCH AS

My role was to ...
Were you involved in ...?
How did you accomplish ...?

Student A: You are interviewing Student B for a manufacturing job. Find out if he/she has experience in:

- quality control
- overseeing workers
- conferencing

Student B: You are applying for a job. Answer Student A's questions.

Writing

8 You are applying for a job in a manufacturing company. Write a covering letter outlining your skills and experience (100-120 words). Make up how long you have worked in manufacturing. Talk about:

- How long you have worked in manufacturing
- What your duties were at your last job
- What other skills or experience you have

6 Marketing



memo

Dear Team,

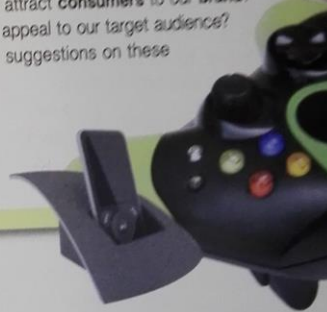
The design stage of our computer gaming console 'Iliad' is nearing completion. Therefore it is time to start planning our marketing strategies. I would like to propose a meeting in three weeks. I've booked the meeting room for 3 o'clock on August 14th. Please let me know if you will be unable to attend.

Please give the following questions some thought before then.

- We are selling to a **niche** market, so what are the characteristics of our **prospective** customers?
- Do we need to do any **market research** to find out which marketing strategies will reach our **target market** most effectively?
- What does our gaming console offer in comparison to the range of consoles sold by our **competitors**?
- Has anyone got any imaginative marketing ideas, besides the usual television commercials, **flyers**, **billboard** ads, Internet etc.?
- What are the best **distribution channels** and **outlets** for our product?
Is it worth exploring new **avenues**?
- What sort of **promotions** will attract **consumers** to our brand?
- What type of **packaging** will appeal to our target audience?

I look forward to hearing your suggestions on these issues at the meeting.

Thanks
Bill Turner
PRODUCT DEVELOPMENT MANAGER
ODYSSEY GAMES



Get ready!

1 Before you read the passage, talk about these questions.

- 1 What is the best marketing campaign you can think of? What makes it so good?
- 2 What qualities would a good marketing employee have?

Reading

2 Listen and read this memo from a project manager to his marketing team. Then, mark the following statements as true (T) or false (F). Summarise the memo and tell the class.

- 1 F The first attempt to market the 'Iliad' was unsuccessful.
- 2 F Market research has been done to determine the target audience.
- 3 T The company wants to find non-traditional advertising methods.

Vocabulary

3 Choose the correct word pairs to fill in the blank.

- 1 Do some ^{Market Research} _____ to find out what people think of the?
 - A competitors - outlets
 - B market research
 - C target market - range
- 2 A ^{Promotions} _____ can encourage ^{consumers} _____ to buy things.
 - A niche - competitors
 - B flyer - avenues
 - C promotion - consumers
- 3 All the products in the ^{outlet} _____ have similar ^{ranges} _____.
 - A range - packaging
 - B outlet - ranges
 - C target market - brands
- 4 Marketing teams try to get a ^{Target market} _____ not to buy prod from their ^{competitors} _____.
 - A target market - competitors
 - B distribution channels - flyers
 - C avenues - outlet
- 5 The company should distribute ^{Flyers} _____ in the ^{outlet} _____.
 - A billboards - distribution channels
 - B flyers - outlets
 - C avenues - niche