



## This week...

Chris and Mark are thinking of expanding their business into e-commerce. They are discussing what they should do to get it started.

## Lesson Objectives...

- Starting an online business
- The advantages and disadvantages of e-commerce

## Business English Conversation

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## Basic Class

# Warm Up – Topic Question



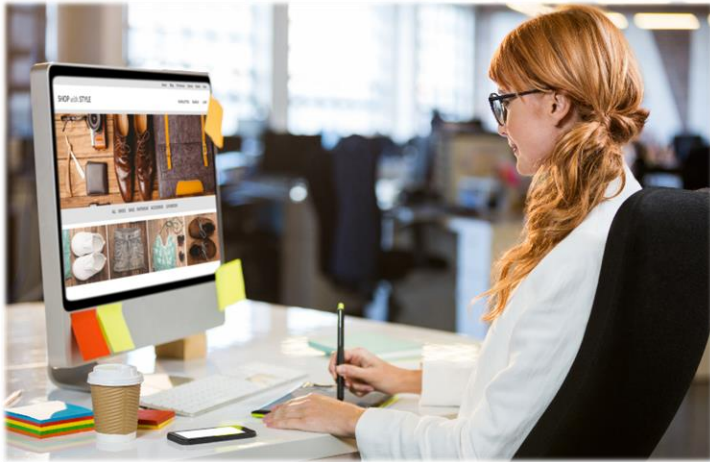
What kind of products would you like to sell online?

# Picture Description

What are they having a meeting about?



B



A

What do you think her job is?

\*Create a short story using the following format

1. Who
2. Where
3. When
4. What's happening?

\*Create simple sentences using the vocabulary

1. consumer
2. booming
3. create
4. establish
5. plan

I want to **establish** a new online business.



1. **We have to think of ways to** improve our online sales.
2. **I think we should** start a marketing campaign.
3. **I will get started on** the design for our new website.
4. **I am excited about** the future of e-commerce.

# Skit

- Words
- Phrases

<b>Chris</b>	Mark, many <b>consumers</b> are shopping online these days.
<b>Mark</b>	Internet sales are <b>booming</b> . <b>We have to think of ways to</b> enter into the online market.
<b>Chris</b>	Where do you think we should start?
<b>Mark</b>	<b>I think we should</b> <b>create</b> a website and <b>establish</b> a new online store.
<b>Chris</b>	We need our website to look professional.
<b>Mark</b>	I have a friend who is a web designer. I can ask him to help us set it up.
<b>Chris</b>	That sounds great. <b>I will get started on</b> a marketing <b>plan</b> .
<b>Mark</b>	<b>I am excited about</b> entering into this market.
<b>Chris</b>	Me too. I can't wait to get this new business started.

1. We have to think of ways to .....
2. I think we should .....
3. I will get started on .....
4. I am excited about .....

# Correct Responses - Prepositions

1. A: I am excited about our new online business.  
B: Me too. We have to talk ..... a web designer this week.

at / on / to

2. A: Do you know who we are having a meeting .....?  
B: I think the guy from the IT department will be coming.

in / with / at

3. A: I am not sure what I should do with these web designs.  
B: They are ..... the marketing department.

at / for / with

4. A: What are your plans for this afternoon?  
B: I have ..... start creating a new website.

at / to / for

5. A: We have to think of ways ..... improve online sales.  
B: I agree. Business is not so good these days.

for / to / in

6. A: What time are you expecting the meeting to start?  
B: It should be starting ..... about 30 minutes.

in / on / at



# Role Play – Online Business

Student A and Student B are thinking about starting a new online business. They are discussing the advantages and disadvantages of doing business online.



Student A: What are some advantages of starting an online business?

Student B: Some of the advantages are Advantage and Advantage.

Student A: What about the disadvantages?

Student B: I think Disadvantage would be a disadvantage.

## Key Phrases

- Can you think of any other advantages?
- What about some more disadvantages?
- What kind of online business do you think would be successful?
- I think .... would also be an advantage.
- Another disadvantage would be ....
- I think .... would be a successful online business.

## Advantages

- There is no need for a physical store.
- The start-up costs are low.
- Can sell products internationally.
- The online store can remain open 24/7.
- Websites can provide product information.
- *Other*

## Disadvantages

- Problems involved with shipping products.
- The customers can't try before they buy.
- Some customers can be impatient.
- E-commerce is highly competitive.
- *Other*

- What kind of products do you think are selling well on the Internet?
- Do you feel nervous about online security when you are buying something online?
- What are some of the advantages of online shopping?

- booming - *My online business is **booming** these days.*
- consumer - *Many **consumers** think prices are still too high.*
- create - *I have to **create** a new website.*
- design - *The **design** of our website is very important.*
- establish - *This company was **established** in 1975.*
- expand - *That market has been rapidly **expanding**.*
- plan - *I think your marketing **plan** is very good.*
- security - *We must be careful about our online **security**.*