

New Competitor



This week...

A new competitor has launched an impressive new product. Emiko and Chris are brainstorming ways to react.

Lesson Objectives...

- Talking about competition
- Brainstorming under pressure

Business English Conversation

Advanced Class

Warm Up – Topic Question



Does the company you work for have any major competitors?

Picture Description

What are they discussing?



B



A



What is the guy on the left telling the group?

Emiko	Have you heard the news?
Chris	No, I haven't. What's up?
Emiko	A new competitor has just entered the market with a new robotic shop assistant. It's cheaper than ours and better quality.
Chris	That's concerning. How can they sell it at such a low price?
Emiko	They are using a new manufacturing process, a trade secret. Their overheads are half of ours.
Chris	We're going to have to be smart or they are going to smash us in the next quarter.
Emiko	Perhaps we should change strategy. A stylish design could improve our chances.
Chris	You're onto something. Let's speak with the R&D department.

Perhaps we should talk to a consultant about the problem.

1. They are using
2. We're going to have to
3. Perhaps we should
4. Let's speak with



Role Play – New Competitor

Student A and Student B have heard that a new rival company has taken a larger market share and is making higher profits. They discuss possible strategies to deal with the competitor.



Student A: Ask **Student B** if he/she has time to talk about a new competitor.

Student B: Tell **Student A** you have time and ask him/her if he/she already has any strategies in mind.

Key Phrases

- What can we do to compete with this new competitor?
- How do we get a bigger share of the market?
- We need to come up with new strategies to compete with them.
- Why don't we?
- We could
- I think our best approach is to
- We might need to rethink our business model.
- *Other*

Strategies

- launch a new product
- do a customer survey
- target new markets
- reduce current costs
- eliminate overheads
- outsource jobs/production
- hire a consultant
- *other*

Agree or Disagree



1. No company should be allowed to have a monopoly.
2. Competition is a great benefit for customers.
3. Competition helps businesses to be more productive.

- Is competition in business always a good thing?
- What are the dangers of having no competition?
- Do you think competition is healthy for business?
Why?

- cheaper - *It's **cheaper** to manufacture it in China.*
- compete - *It's tough to **compete** with them.*
- design - *The simplest **design** is often the best.*
- outsell - *We need to **outsell** them this quarter.*
- overheads - *Our **overheads** are eating into our profits.*
- strategy - *A new **strategy** might be all we need.*
- stylish - *It's a **stylish** product and should sell well.*
- quality - ***Quality** is key when it comes to our goods.*