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

Basic Class

Warm Up - Topic Question





Does the company you work for have any major competitors?

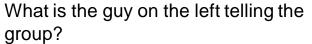
Picture Description



What are they discussing?







*Create a short story using the following format

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

Words



*Create simple sentences using the vocabulary

- 1. cheaper
- 2. quality
- 3. strategy
- 4. design

We need to improve the **quality** of our products.



Phrases



- 1. They're using the latest technology.
- 2. We need to do something about the issue.
- 3. We could change our production process.
- 4. Let's speak with their rep before making any decisions.



Chris



- Words
- Phrases

Emiko	Have you heard the news?
Chris	No, I haven't.
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 is a concern. How are they selling it so cheaply?
Emiko	They're using a new manufacturing process. Their costs are much lower than ours.
Chris	We need to do something or they're going to outsell us in the next quarter.
Emiko	We could change our strategy. A stylish design might help.

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Basic Class

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Meetings

You're right. Let's speak with the R&D department.

Sentence Building



- 1. They're using
- 2. We need to
- 3. We could change our
- 4. Let's speak with

Responses - Prepositions

*please select the most appropriate **ZEnglish** response for each item below:



A: Who is that guy?

B: He's the CEO our competitor.

in / of / for



A: How are they selling it so cheaply?

B: They work a cheap supplier.

with / on / about



A: How can we overtake our rival?

B: We have to aim our products new markets.

in / at / with



A: What are our sales projections telling us?

B: That we have to do better the next quarter.

at / on / in



A: Did you hear that John now works for our competitor?

B: That's the first I've heard that.

for / to / about



A: Our biggest rival has just launched a new product.

B: What do you think it?

to / of / on

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: Have you heard about our new competitor?

Student B: Yes. They are already doing very well in the industry.

* Continue the conversation using the Key Phrases and Strategies from below.

Key Phrases

- How can we compete with them?
- How do we get a bigger share of the market?
- We need to come up with new strategies.
- Why don't we ….?
- We could
- I think the best way 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
- outsource jobs/production
- hire a consultant
- other

Discussion



10

- □ Is competition in business always a good thing?
- What are the dangers of having no competition?

Word Index



cheaper - It's cheaper to manufacture it in China.

compete - It's tough to compete with them.

design - I don't like the design of that product.

outsell - We need to outsell them this quarter.

overheads - Our overheads are too high.

strategy - Let's think of a new strategy.

stylish - It's a stylish product and it should sell well.

quality - We need to improve the quality.