

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?



B



A

What is the guy on the left telling the group?

*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. cheaper
2. quality
3. strategy
4. design

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



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.

- 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.

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

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 response for each item below:

1. A: Who is that guy?
B: He's the CEO our competitor.

in / of / for

2. A: How are they selling it so cheaply?
B: They work a cheap supplier.

with / on / about

3. A: How can we overtake our rival?
B: We have to aim our products new markets.

in / at / with

4. A: What are our sales projections telling us?
B: That we have to do better the next quarter.

at / on / in

5. A: Did you hear that John now works for our competitor?
B: That's the first I've heard that.

for / to / about

6. 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*

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

- 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**.*