

# 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**

**Super Class**

## Warm Up – Topic Question



Does the company you work for have any major competitors?

# Picture Description

What are they discussing?



B



A



<b>Emiko</b>	Have you heard the news?
<b>Chris</b>	News? What news?
<b>Emiko</b>	A new competitor has just entered the market with a new robotic shop assistant. It's cheaper than ours and higher quality. We better do something or they will <b>wipe the floor with us</b> .
<b>Chris</b>	That's problematic. How are they able to sell it at such a low price?
<b>Emiko</b>	They're using a new manufacturing process, <b>a trade secret</b> . From what we know, their overheads are fifty-percent lower than ours.
<b>Chris</b>	We're going to have to think big or <b>they are going to smash us</b> in the next quarter.
<b>Emiko</b>	Perhaps we should <b>take a different approach</b> . A sleek design <b>could make all the difference</b> .
<b>Chris</b>	You're onto something. Let's get in contact with the R&D department.

## 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.

### 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*



Talk about one of the following topics for one minute:

1. Monopolies in the business world.
2. The advantages of competition in business.
3. Ways to stay ahead of the competition.

\*Other students in the class, ask one question each to the presenter after the speech

- 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?



We have to **compete for** a larger percentage of the market share.



**compete for** – to work or put forth effort against someone or something in an attempt to gain someone or something else

- We've been **competing for** customers with ABC company for years.

**undercut** – to charge less than a competitor in order to obtain trade

- If we **undercut** them we should secure more sales.

**dog eat dog** – a situation characterized by ruthless behavior and competition

- It's **dog eat dog** in the tech industry at the moment.