

Product Development



This week...

Jack and Chris discuss what they need to do to successfully develop their company's latest smartphone.

Lesson Objectives...

- Making a clear plan
- Developing a product

Business English Conversation

Advanced Class

Warm Up – Topic Question



In your opinion, what makes a good product?

Picture Description

What are they thinking about?



B



A

What are they having a meeting about?

Chris	What do we need to consider when developing our latest smartphone?
Jack	First of all we've got to think about the basic outline for the product. Any ideas?
Chris	I think a lot of consumers want something that is functional and affordable.
Jack	Since the market is full of high-price and high-tech products we could corner the other end of the market with something more simple.
Chris	My thoughts exactly. There's a lot of people out there who don't need really fancy phones.
Jack	One thing, though. If it's going to be cheap to buy, then it has to be cheap to produce, otherwise our profit margins will suffer.
Chris	Agreed. Why don't we do a feasibility study to see if it's possible?
Jack	Great. We could also ask the R&D department to make a prototype.

I think a lot of consumers want more affordable products.

1. First of all we've got to think about
2. I think a lot of consumers want
3. There's a lot of people out there who
4. We could also ask



Role Play – Product Development

Student A and Student B are responsible for developing their company's latest product. They discuss what they need to consider when making the product.



Student A: Tell **Student B** that you need to discuss the details for the new **Product** you are planning to develop.

Student B: Tell **Student A** which **Elements** are important to consider.

Key Phrases

- We need to talk about the details for the **Product** we are planning to develop.
- Who's our target market?
- Do you think it will sell well in?
- I think people are in need of
- I think we should aim it at
- How long would it take to manufacture?
- *Other*

Products

- smartphone
- laptop/desktop
- car
- washing machine
- sofa
- *other*

Elements

- design
- price
- target market
- target region
- production costs
- *other*

Agree or Disagree



1. Products from trusted brands are better than those from less well-known companies.
2. Japanese products are the best in the world.
3. Marketing a product is the most important part of product development.

- What is the most important thing to consider when making a product?
- Do you prioritise quality or affordability when it comes to buying a product?
- Do you try to buy products that are made in Japan?

- consumer - *We have to think about the **consumer**.*
- develop - *How do we **develop** this quickly?*
- fancy - *If the product is too **fancy**, it won't sell well.*
- high-tech - *If it's **high-tech**, then it will be more expensive.*
- product - *I think the **product** is very high quality.*
- prototype - *Let me show you our current **prototype**.*
- target market - *Our **target market** is teenagers.*