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

Basic Class

Warm Up – Topic Question





What do you look for in a good product?

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Picture Description



What are they thinking about?





What are they having a meeting about?

*Create a short story using the following format

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

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Planning 3





We need to **develop** new products.

*Create simple sentences using the vocabulary



2. basic

3. develop

4. research



Product Development





- 1. We need to come up with a new plan.
- 2. I think people are in need of cheaper goods.
- 3. There are many people who shop online.
- 4. We could also ask the boss for her opinion.

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Words

Phrases

Chris	What do we need to think about to produce our new smartphone?	
Jack	We need to come up with the basic idea for the product.	
Chris	I think people are in need of a functional and affordable smartphone.	
Jack	Yeah. The market is already full of expensive and high-tech products. We should develop something more simple.	
Chris	I totally agree. There are many people who don't need fancy phones.	
Jack	We have to remember, if it's going to be cheap to buy, then it has to be cheap for us to produce.	
Chris	I agree. Why don't we do some research to see if it's possible?	
Jack	Great. We could also ask the R&D department to make a prototype.	
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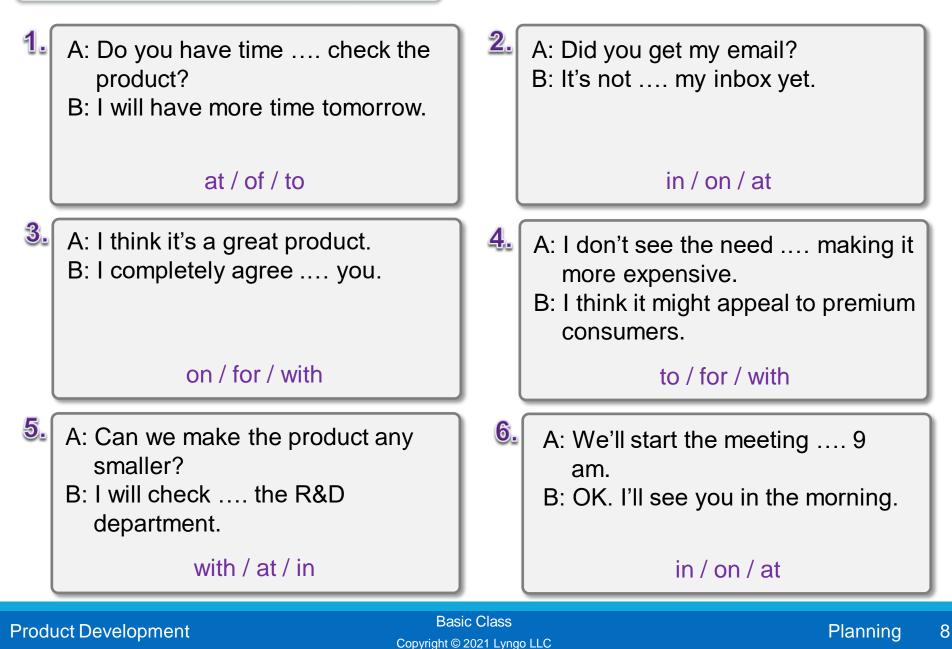


- 1. We need to come up with
- 2. I think people are in need of
- 3. There are many people who
- 4. We could also ask

Responses - Prepositions

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





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: Let's discuss our new Product. Student B: Sure. Firstly, I think we need to consider Element.

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

Key Phrases

- Who's our target market?
- Do you think it will sell well in?
- What do you think consumers want?
- It should take about to manufacture.
- I think we should aim it at
- I think it might sell better in
- I think people are in need of
- 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





What's an important thing to consider when developing a product?

Are expensive products always better than cheap ones?

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Word Index



basic	-	The best design is a basic one.
develop	-	How do we develop this quickly?
high-tech	-	If it's high-tech, then it will be more expensive.
produce	-	We will <mark>produce</mark> it in China.
product	-	I think the product is very high quality.
research	-	We need to do some more research first.
target market -		Our target market is teenagers.