

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?

Picture Description

What are they thinking about?

B



A

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?

*Create simple sentences using the vocabulary

1. produce
2. basic
3. develop
4. research

We need to **develop** new products.



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.

- 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. |

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 response for each item below:

1. A: Do you have time check the product?
B: I will have more time tomorrow.

at / of / to

2. A: Did you get my email?
B: It's not my inbox yet.

in / on / at

3. A: I think it's a great product.
B: I completely agree you.

on / for / with

4. A: I don't see the need making it more expensive.
B: I think it might appeal to premium consumers.

to / for / with

5. A: Can we make the product any smaller?
B: I will check the R&D department.

with / at / in

6. A: We'll start the meeting 9 am.
B: OK. I'll see you in the morning.

in / on / at

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?

- 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 **produce** 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.*