

## VOCABULARY

## 7 New business

Complete the sentences below with the words in the box.

balance domestic exchange foreign government inflation interest labour tax unemployment
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- China's gross ..... product is about \$5 trillion.
- The ..... rate has decreased because people have gone back to work as the economy recovers.
- Companies are worried about paying pensions as the ..... force grows older.
- The government has offered ..... incentives to new companies in hopes of boosting the economy.
- Businesspeople say that ..... bureaucracy makes starting a new business difficult.
- It's common for companies to spend money overseas, but some people think that too much ..... investment in their country is a bad idea.
- Exports have increased recently, which makes the ..... of trade much healthier.
- Borrowers are enjoying the low ..... rate, but savers hope it increases soon.
- Travellers from Britain to the Eurozone are enjoying a good ..... rate this year.
- The ..... rate has dropped to 1%, thanks to the government's monetary policy.

## TIME CLAUSES

Choose the best word or phrase to complete each sentence.

- As soon as / Until* the contract was signed, everyone cheered.
- Can you please come to my office *when / after* the meeting?
- Larissa said she'd phone *as soon as / while* she arrives in London.
- Martin checked the projector carefully *when / before* he started his presentation, then began right on time.
- Olga can't sign the contract *until / while* she gets Andre's approval.
- Pierre learned to speak some Japanese *as soon as / while* he was working in Tokyo.
- Until / After* the delivery is confirmed, we won't release the payment.
- We have to improve the sales forecasts *before / after* we can approve the project.
- We went out *when / after* the meeting to celebrate the merger we'd agreed.
- When / While* I first started out as a manager, I made a lot of mistakes.
- Yusuf got to know Peter *when / as soon as* they worked together for three years in Saudi Arabia.
- Zeynep was able to write the report *until / while* he was waiting for his plane.

## WRITING

You have recently become the European distributor for ChuTools, a new Chinese power-tool manufacturer. You want H&G, a big DIY chain, to sell ChuTools. Write an e-mail (80–100 words) to Alan Sykes, Purchaser at H&G, introducing ChuTools and asking for a meeting to discuss a deal. You have worked with Alan before and you know him well.

## ChuTools

- Based in Shenzhen
- Produces a range of DIY power tools – drills, saws and garden tools
- Mid-range price
- Very high quality for price – have received excellent reviews in trade press
- Company wants to support retailers with marketing and promotion, including prizes and special offers

## VOCABULARY

## 8 Marketing

Cross out the word in each group that does not form a word partnership with the word in bold.

- 1 **advertising** share / campaign / budget / agency
- 2 **consumer** behaviour / profile / launch / goods
- 3 **market** goods / research / share / segment
- 4 **product** launch / lifecycle / range / segment
- 5 **sales** forecast / range / figures / target

## QUESTIONS

**A Put these words in the correct order to make questions.**

- 1 market / the / research / Is / complete / ?
- 2 it / do / want / to / When / you / do / ?
- 3 at / to / website / Do / the / you / new / have / look / time / ?
- 4 survey / Did / read / you / the / ?
- 5 figures / the / Have / sales / seen / you / ?
- 6 model / How / we / should / describe / new / the / ?

**B Match each question from Exercise A (1–6) to one of these answers (a–f).**

- a) Yes, I did. The results were interesting.
- b) Yes, it is. We finished last week.
- c) No, I haven't. Is there any good news?
- d) Next Monday.
- e) I don't know, but let's not say it's *new and improved*.
- f) Yes, I do. I really want to see it.

## SKILLS

## Complete the phone conversation below with the phrases in the box.

Could you give me Did they say when I didn't catch I should I'll e-mail you to  
Sorry, did you say Thanks very much What about

A: How did your meeting with H&G go?

B: Really well. They've placed an order totalling £50,000 over the next year.

A: .....<sup>1</sup> £15,000?

B: No, £50,000!

A: That's great! .....<sup>2</sup> a few details?

B: Sure. Basically, they want to buy up everything in the old range.

A: .....<sup>3</sup> the new range?

B: After they sell the old range through, they'll start buying the new one.

A: Which part numbers?

B: They really like AC5959 and AC4536.

A: Sorry, .....<sup>4</sup> that.

B: I said, they really like AC5959 and AC4536.

A: .....<sup>5</sup> they'd like the first delivery?

B: Next week! .....<sup>6</sup> confirm.

A: .....<sup>7</sup> for the great news.

B: My pleasure. ....<sup>8</sup> go now. Let's speak again soon.

## 9 Planning

## VOCABULARY

## Complete the e-mail below with the verbs in the box in the correct tense.

arrange consider do estimate forecast  
implement keep meet prepare write

To: Tomas@hcc.com

From: Jamal@hcc.com

cc: Leanna@hcc.com

Subject: Project update

Hi Tomas,

Here's a brief project update. We've .....<sup>1</sup> a meeting with the design team for next Monday. Before that meeting, Leanna is going to .....<sup>2</sup> a schedule to show how we can .....<sup>3</sup> the December 1 delivery deadline. We've already spent about €15,000, so I'm sure we aren't going to .....<sup>4</sup> within the budget. After the Monday meeting, we can .....<sup>5</sup> the options for Plan B, because obviously Plan A has already failed. If we .....<sup>6</sup> more research, we may be able to .....<sup>7</sup> higher sales and increase the budget. Also, when we .....<sup>8</sup> costs last year, we were expecting to manufacture here in Europe; however, we've found a factory in China that can do it cheaper, so we'll save some money there.

After the meeting next week, I'll .....<sup>9</sup> a formal report which will explain how we can .....<sup>10</sup> Plan B.

All the best,

Jamal

## SKILLS

## Match the halves of these expressions.

- |                   |                        |
|-------------------|------------------------|
| 1 If you'll just  | a) comment on that?    |
| 2 Just a          | b) to finish if I may. |
| 3 I'd like        | c) let me finish ...   |
| 4 Could I say     | d) saying is that ...  |
| 5 Could I just    | e) do you mean by ...? |
| 6 Hold on         | f) moment, please.     |
| 7 Sorry to        | g) saying ...?         |
| 8 How do you      | h) mean exactly?       |
| 9 What exactly    | i) interrupt, but ...  |
| 10 Are you        | j) a minute.           |
| 11 So what you're | k) something?          |

## Cultures 3: International conference calls

## Put the words in order to make tips for international conference calls.

- 1 time / on / Be / for / call / the / .
- 2 are / sure / in / place / Make / quiet / you / a / .
- 3 possible / If / , / call / use / the / a / for / headset / .
- 4 when / Use / you / the / are / 'mute' / not / button / speaking / .
- 5 conference call / Avoid / eating, drinking or / chewing gum / while / a / on / .
- 6 to / the / 'mute' button / use / If / you / to / really need / have a drink, / remember / .
- 7 advance / in / Prepare / the / for / call / . / you / what / Plan / to / need / say / may / .
- 8 may / you / need / hand / Have / to / any / documents / close / .
- 9 call leader / carefully / Listen / and / to be / by / invited to comment / the / wait / .
- 10 speak / you / When speaking, / each time / it / are / can be helpful / to / say / you / who / .
- 11 stay / topic / When / on / speak, / you / .
- 12 long / Make / speeches / short / rather / contributions / than / .
- 13 not / Try / interrupt / to / speaking / when / people / are / they / .
- 14 as typing will / be / for / noisy / the other participants / Avoid / taking notes / on a computer / , / .