

TASK 1 Translate:

1. vědět, kde si ve vztahu ke konkurentům stojíte = _____
2. trvalý problém mnoha podniků = _____
3. přistupovat k problému = _____
4. pět základních sil mající vliv konkurenční pozici společnosti = _____
5. hlavní distribuční řetězec = _____
6. mít manévrovací prostor = _____

TASK 2 Complete the gaps with the words you hear:

In practice, Porter's theory is very helpful because it suggests a number of ways that businesses can build barriers to **1.** _____ direct competition. Among these, there are four which I think are particularly important: **2.** _____ - making your product or service unique; **3.** _____ - getting a cost advantage **4.** _____ your competition; distribution - having a network which gives you access to markets; and **5.** _____ - making it prohibitively expensive for your customers to **6.** _____ product or service.

TASK 1 Translate:

1. domácí/národní výrobce motorů do motocyklů = _____
2. malý motor projektovaný tak, aby byl vhodný pro kola = _____
3. řada revolučních automobilů = _____
4. doslova vzít automobilový trh útokem = _____

TASK 2 Complete the gaps with the words you hear:

One of their most **1.** _____ aircraft engines, and it **2.** _____ we'll see the arrival of commercial aircraft under the Honda name. A prototype, the Honda Jet, has already flown and with 441 subsidiaries supporting the company's efforts around the world, Honda represents a **3.** _____. So the sky is certainly no limit for them.