

This unit revises and reinforces some of the key language points from Units 10–12, and links with those units are clearly shown. This revision unit, like Revision units A, B and C, concentrates on reading and writing activities. Some of the exercise types are similar to those in the Reading and Writing section of the Business English Certificate examination (Higher level) organised by the University of Cambridge ESOL Examinations (Cambridge ESOL).

For more speaking practice, see the Resource bank section of this book beginning on page 211. The exercises in this unit can be done in class, individually or collaboratively, or for homework.

10 Doing business online

Reading

- This exercise gives SS further practice in using the language of online business, following the vocabulary and listening on pages 90–91.

1 b 2 c 3 d 4 a 5 a 6 b 7 c 8 d 9 b 10 c

Vocabulary: e-commerce

- This exercise gives SS further practice in using e-commerce vocabulary following the reading on pages 92–93. Point out the rubric and explain that SS have to find one word which does *not* collocate.

1 fickle 2 time 3 flashy 4 back-end 5 store 6 order 7 website 8 selling
9 price 10 a mistake

Cleft sentences

- This exercise gives SS further practice in using cleft sentences, following the language work in the Grammar reference on page 131.

1 It is the increased 2 was their poor 3 The thing that 4 What has 5 Queuing
6 is that it's

Presentations: summarising and dealing with questions

- SS work on expressions for summarising and dealing with questions in presentations (page 94).

1 c 2 f 3 b 4 e 5 a 6 g 7 d

Writing

- SS write a report which gives further practice in using the language of online business following the case study on pages 96–97.

Sample answer

Report Audio Wire's Online Sales

Introduction

Audio Wire launched its website ten years ago. The site was initially used solely for advertising purposes. It was felt that it was not viable at this early stage to introduce the option to buy our products online for two main reasons. Firstly, the cost of integrating the online purchasing process with back-end systems was high. Secondly, the general public were more wary about buying goods and services online at the time.

Shopping cart

A shopping cart was added to the website five years ago. Over a three-year period, we monitored sales conversion rates, that is the percentage of people who visit our site and decide to make a purchase online. It was found that user abandonment during registration and purchasing was high, at around 49%. Some 23% of visitors only browsed the site, 17% were repeat online customers and 11% were one-off customers.

Redesigned website

Given the fact that only 28% of visitors actually made a purchase online, the consultants Online Experience were hired to evaluate and redesign our website with the aim of increasing conversion rates.

Online sales since the relaunch

The website was relaunched on July 15 last year, and the first 12 months have seen a marked improvement. User abandonment has fallen to 41%, while the percentage of visitors who only browse the site has also dipped slightly to 22%. Returning customers now represent 24% of visitors and one-off customers 13%.

Conclusion

The streamlined registration and purchasing process and the more user-friendly interface have clearly had a positive impact on conversion rates.

(262 words)

11 New business

Reading

- This exercise gives SS further practice in using the language of new business, following the vocabulary on page 99.

1 an entrepreneur 2 going into 3 franchising 4 red tape 5 running 6 business plan
7 grants 8 loan 9 Venture capital 10 go out of business

Telephone language

- SS work on expressions for dealing with customers and suppliers on the telephone (page 102).

1 d 2 c 3 b 4 e 5 a

Chasing payment

- SS correct a letter by identifying the extra word that appears on some, but not all, of the lines. Draw SS's attention to the rubric and the fact that some of the lines are correct.

1 ✓ 2 ✓ 3 you 4 ✓ 5 the 6 have 7 to 8 been 9 that 10 ✓ 11 not 12 do

Presentation

- SS write a short presentation. This task follows on from the context of the case study on pages 104–105.

Sample answer

It is my great pleasure to make this presentation on behalf of Copisistem today. My name's Doug Halliwell, and I am joint-owner of the company with my colleague here, José Ramón García.

I'd like to start by telling you about our great management team at Copisistem. Then I'll outline the risks and opportunities of investing in our company. I'd also like to talk briefly about a recent joint venture and our plans to expand our team. Finally, I'll give you the financial details. If you have any questions during my presentation, please feel free to ask me.

José Ramón and I started Copisistem ten years ago. Between us, we have 20 years' technical and managerial experience working for electronics corporations. We have a great team working with us, most of whom have been with us from the start of this venture.

We were one of the first companies to offer DVD copying services and we have managed to capture some of the biggest clients in the country, making us the leading company in this field. It is true that there is strong competition. However, we believe that our commitment to high quality, competitive pricing, timely order processing and constant innovation continue to give us the edge.

There has been a major development this year. We have formed a strategic alliance with a rival DVD company in order to deal with the increase volume of orders. We are also planning to recruit a Sales Manager with experience of other European markets to help expand our business.

I'd now like to turn your attention to some figures. As you can see from page 3 of the handout, our turnover has almost tripled in the last three years, from 5.8 million to 15.7 million euros. What's more, our projections show steady growth for the next two to three years at least.

You can also see that this high volume has also meant the need to invest in equipment and staff, and our running costs are therefore high. We estimate that we need a capital investment of 10 million euros to take our company to the next level. This injection of cash will allow us to set up a factory in Slovakia as part of our strategy to break into the European market. If you look at page 5 of my report, you'll see a breakdown of costs for this project.

Thank you for your attention. I'm sure you'll agree that Copisistem has the potential to be one of Europe's leading DVD duplication services.

(420 words)

12 Project management**Vocabulary**

- This exercise gives SS further practice in using the language of project management, following the listening and vocabulary on page 107.

1 deadline 2 reach a consensus 3 setbacks 4 over budget 5 safety 6 multi-task
7 on track 8 sponsor

Cohesion

- SS work on cohesive devices following the language work on pages 108 and 133.

1 It 2 it 3 By then 4 they 5 the other 6 both parties 7 the project 8 this
9 them 10 this

Reading

- SS are given further practice in vocabulary related to working with international project teams following the Business skills section on page 110.

1 speak up 2 confronting 3 overruns 4 direct style 5 milestones and deliverables
6 face-to-face 7 around the clock 8 meeting times 9 telecon 10 teamwork

Writing

- SS write an e-mail giving cultural advice, based on the information they have read in the previous exercise.

Sample answer

Subject: Your new project
From: Sandra Winterbottom
To: Enrique Martínez

Hi Enrique,

Congratulations on your new project. It sounds very exciting. I'd be glad to help you prepare for working with your Indian and American colleagues. As you know, I've worked in Chicago and I spent a month in India on my last project.

The first thing to bear in mind is that Americans may seem a bit argumentative, but it's just their direct style of communication. Don't be offended, it's nothing personal and you like a lively discussion anyway. Indian people, on the other hand, are more indirect in the way they speak and they won't usually say 'yes' or 'no' outright. Make sure you always confirm what's been agreed and write down all the targets and deliverables for everyone to see. I use a flipchart or whiteboard for that purpose in meetings and then send action minutes afterwards.

I expect you'll have lots of teleconferences and you won't have many face-to-face meetings after the initial phase of the project. You may find that your Indian colleagues don't like contributing much to telecons. It's best to ask them a question directly to encourage participation and always thank them for their contribution. Also, I'd suggest you rotate the telecon times so it isn't always set in the daytime here in the States and at unsocial hours in India.

That's all that occurs to me for the moment. I hope it's useful. If I think of anything else, I'll let you know.

All the best
Sandra
(255 words)

Teleconferencing

- SS are given further practice in writing action minutes and a short report following the teleconference role-play on page 111. The status report can be in the form of an email.

Sample answers**Action minutes
'Toto in China' project**

Date: 25 November 2006

Present: Bob Frasier, Gao Shan and Francesca Russo

	Action	By
1 Next round of trials Fran reported on the success of the last round of product trials with the new improved biscuit flavour. Fran is going to Guangzhou next week to work with Gao on two days of further trials.	FR and GS	2 Dec
2 Product labelling The packaging department has solved the problem with the labels. Sample labels will now be available in Chinese and English by mid-December.	FR	15 Dec
3 Production capacity Gao Shan is still working on options to increase capacity. He's expecting a quote for new machinery in the next few days and will contact Bob if the cost is more than 7% over what was budgeted for.	GS	28 Nov
4 Consumer testing The Marketing department will start consumer testing after the next set of trials in China next week.	BF	9 Dec

Subject: Toto in China Status Report
To: Rachel Stevens
From: Bob Frasier

Hello Rachel,

I've just had a teleconference with Fran Russo from R&D and Gao Shan, our Head of Production, to discuss the status of the TIC project.

You'll be pleased to know that the biscuit flavour was improved in the last round of trials. Fran and Gao are doing more trials next week in Guangzhou, and then we can start consumer testing soon afterwards. I've now scheduled that for the week beginning 9 December, so the slippage there isn't looking bad at this stage, about two weeks.

Gao will also get back to me next week about the new machinery they're installing to boost production capacity. I'll let you know if there is likely to be any delay or major cost overrun on that front by the end of the month.

That's all for now. We've agreed to hold another telecon after the trials, so I'll send you an update next week.

Best regards

Bob

(167 words)