

1 Market entry strategies

Vocabulary and Grammar

Market entry terms and concepts

1 Match each market entry term or concept to its definition.

| | |
|---------------------------|--|
| 1 overseas production | a to order, limit or rule something or someone's actions or behaviour |
| 2 exit strategy | b to put oneself in the position of having something negative happen |
| 3 profit opportunity | c the process of sending products out to people, or spreading or supplying something by making use of the internet |
| 4 commitment | d a plan of how someone will end something, such as a business deal |
| 5 risk exposure | e the process of using a facility in another country to make goods to be sold |
| 6 electronic distribution | f a promise or firm decision to do something, or the fact of promising something |
| 7 control | g the chance to earn money by selling a product or a service, especially after paying the costs involved |

2 Which of the terms in exercise 1 are market entry strategies and which are concepts? Write S or C.

- 1 _____ 5 _____
 2 _____ 6 _____
 3 _____ 7 _____
 4 _____

3 Complete the headlines using the terms and concepts from exercise 1.

- 1 Struggling company makes _____ to honour customer orders.
- 2 Huge new contract offers unique _____ to British company.
- 3 Ever-growing number of firms setting up plants abroad for increased _____.
- 4 APOS, plc's ICT manager looking into _____ of products in order to increase sales.
- 5 CFO of Carridan expresses worry regarding _____ due to high concentration in uncertain markets.
- 6 Companies undertaking new marketing strategies advised to keep _____ of all aspects of the marketing plan.
- 7 Gergie, Inc looking for _____ to get out of Asian market.

4 Match the terms and concepts from exercise 1 on page 5 to the suggestions below.

- 1 My feeling is that we have to be very careful with finances here. We need to go over the contract with our attorneys before we agree to anything. _____
- 2 I think our best bet is to open a plant in Asia to be closer to our customers. _____
- 3 We definitely need to have a plan B just in case anything goes wrong. _____
- 4 It seems to me that using a clicks and mortar system could help us enormously to enter the market. _____
- 5 In my opinion, we need to investigate the chances in some markets we haven't previously considered. There may be room for growth there. _____

Adding emphasis to explanations

1 Match the two parts of the sentences.

| | |
|--|--|
| 1 The best way for them to enter new markets | a is to reward them for their success. |
| 2 What our company really needs to focus on | b is that we can spread the risk. |
| 3 The best way for us to keep good salespeople | c is to find a local partner. |
| 4 The biggest risk we are facing | d is that there are a number of strategies but only some which will work for us. |
| 5 The good thing about the licensing agreement | e is an exit strategy for the problematic markets we are in. |
| 6 The point I would like to make | f is the factor of the unknown in the new market. |

2 Rewrite the sentences to emphasise the words in italics using the words in brackets.

- 1 *Germany's* growth has been really impressive. (The thing ...)

- 2 I would really like to *increase our PR presence in Asia*. (What ...)

- 3 You need to talk to *our CFO* about your ideas. (The person ...)

- 4 They ran into problems with their licensing agreement *because of some irregularities in the contract*. (The reason ...)

- 5 I would say that *Africa* is a place we should look into. (The place ...)

- 6 We spoke to him on *the trip back from Japan*. (It ...)

3 Match the new beginnings a–f to the sentences 1–6. Then rewrite the original sentences using the new beginnings.

- 1 Making use of an existing distributor rather than setting up our own distribution in the market is a good idea. _____
 - 2 They did not have much success with their overseas production because they could not get enough skilled workers. _____
 - 3 We are searching for people with innovative ideas. _____
 - 4 It is really necessary to decide on an exit strategy as soon as possible. _____
 - 5 Our department is trying to improve our sales figures abroad. _____
 - 6 Increasing our visibility in foreign markets is the main advantage of the idea. _____
- a The main benefit _____

- b The aim _____

- c It is a good idea _____

- d What we need to do is _____

- e The type of people we are searching for _____

- f The reason _____

Skills

Review!

2–3 Listen to tracks 2–3, which are from the Student's Book. Notice how the speakers teach managers how to run brainstorming sessions and how they use fluent pronunciation features to move discussions forward.

Principles of running a classic brainstorming session

1 4 Listen to some pointers about brainstorming and complete the sentences with the missing words. You may know some of these pointers, others may be new.

- It is a wonderful technique when you 1 _____ to 2 _____ 3 _____ 4 _____ to problems but there are some things to 5 _____ in 6 _____.
- It's important to make sure that everyone 7 _____ the 8 _____ to 9 _____.
- Very often group problem-solving sessions seem to be 10 _____ by a 11 _____ 12 _____ of 13 _____.
- Others don't want to 14 _____ 15 _____ that are 16 _____ from the 17 _____ of the 18 _____.

2 5 Listen and make a list of the tips mentioned for running a brainstorming session.

1 _____

 2 _____

 3 _____

 4 _____

 5 _____

 6 _____

 7 _____

3 6 Listen to some phrases from a brainstorming session. Write out the words you hear. (Some may sound like one word.)

1 _____?
 2 _____?
 3 _____
 4 _____?
 5 _____
 6 _____?

4 Match the phrases in exercise 3 to the functions a–f below.

Moving the process forward in a brainstorming session

- a Keeping a critical comment from interfering with the process _____
- b Encouraging the group _____
- c Getting someone to offer the first contribution _____
- d Asking the scribe if it is going too fast _____
- e Acknowledging that the flow of ideas seems to be stopping _____
- f Getting more ideas _____

CEF Can Do statements

Now you have completed the exercises in this unit, read the following statements. Tick the boxes that apply to you.

| | Yes, I can do this. | I think I need more practice. |
|--|--------------------------|-------------------------------|
| 1 I can use the correct terms to talk about market entry strategies. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 I understand the difference between market entry strategies and concepts. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 I can use the correct language to add emphasis to explanations. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 I can understand the principles of brainstorming and use language to move a process forward. | <input type="checkbox"/> | <input type="checkbox"/> |

If you need more practice on points 1–4, check your Student's Book:

- 1 Lesson 1.1 2 Lesson 1.1 3 Lesson 1.2 4 Lesson 1.3

Make a note of the areas you want to practise more and how you can do this.