

Handout 1

A. Complete the sentences with the words from the box.

reputation - market - brand

"Increase ¹..... awareness!"

"Grow ².....share!"

"Develop the ³..... of the enterprise!"

B. Match the words to the correct meaning.

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|-----------------|--|
| 1. reputation | a. a business or a company |
| 2. market share | b. a name, term, design, symbol or any other feature that allows customers to identify one company's product or service from another |
| 3. brand | c. how much one company sells compared to how much another company sells |
| 4. awareness | d. the opinion, good or bad, that people have about someone or something |
| 5. enterprise | e. knowing that something exists, or having an understanding of something |
| 6. increase | f. become or make greater in size or amount |

B. Complete the phrases with the words from the box.

Yours - Finally - listening - regards - talk - attached - Then - talking - writing

Hello everyone. Today I will be ¹ _____ about three key areas.

Please find ² _____

Today I'd like to ³ _____ about...

Thank you for ⁴ _____. Now, does anyone have any questions?

First, I'm going to talk about.... ⁵ _____ I'll describe... Next, I'll present... ⁶ _____, I'll discuss...

I am ⁷ _____ to tell you about...

⁸ _____ sincerely,

I am writing with ⁹ _____ to...