





3

Products & services

Starting point

- 1 What products or services are very popular at the moment where you live?
- 2 Why are they popular?

Working with words | Describing products and services

- 1 Work with a partner. What do you look for when you buy a new product?
Do you agree or disagree with the opinions below?
 - 1 The main thing for me is low prices.
 - 2 I think it's important to be able to speak to an employee for help and advice.
 - 3 I prefer to buy from companies that I know.
 - 4 For me, a good product always costs more.
 - 5 I want products and services that are easy to use.

1. Value
2. Service
3. Trust
4. Quality
5. Simplicity

Value

Service

Trust

Quality

simplicity

1	
2	
3	
4	
5	