

*Combine the words and phrases on the left (1-7), with the words on the right (a-g), to form elements which give companies an advantage over the competition.*

1 a proven track

2 being one step ahead of the

3 clear brand

4 competitive

5 customer relationship

6 good value for

7 market

a identity

b management

c money

d prices

e record

f research

g competition

1 You will hear a consultant engineer, William Brook-Hart, talking about what gives his company, Gifford Engineering Consultancy, a competitive advantage. Before you listen, match the words and phrases (1–8) with their definitions (a–h)

- |                  |                                                                                                          |
|------------------|----------------------------------------------------------------------------------------------------------|
| 1 a tender       | a amount of money paid for a particular piece of work                                                    |
| 2 procurement    | b computer program, used especially in business, which allows you to do financial calculations and plans |
| 3 to assess      | c detailed description of how something should be done, made, etc.                                       |
| 4 to itemise     | d a formal written offer to do a job for an agreed price                                                 |
| 5 specifications | e the obtaining of supplies or services                                                                  |
| 6 fee            | f to compete against other firms by offering to do a job or contract for a certain amount of money       |
| 7 spreadsheet    | g to judge or decide the value of something                                                              |
| 8 to bid         | h to list things separately                                                                              |

2 Read the notes below and decide what sort of information you need in each space.

12 3 Listen and complete the notes by writing up to three words in each gap.

Prospective clients interested in finding 1 .....  
at cheapest price.

Cheapest contract not always the best 2 .....

Gifford demonstrate excellence through:

- excellence of their 3 .....

- track record obtained from 4 .....

Competitive advantage

### Company background

Gifford Engineering Consultancy is an engineering and design consultancy employing 600 people, based near Southampton, UK.

Gifford

