

Label the pictures with the places in the box.

- factory
- clothes shop
- restaurant
- bank
- supermarket



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1 _____

2 _____

3 _____



4 _____

5 _____

Put the places in the correct group. Add more examples for each sector.

Manufacturing	Retail	Services



1. Read the article. Which of the following best describes the subject of the article?

- a. Designer glasses in China.
- b. The price of Italian sunglasses
- c. A company that manufactures retail glasses.

The Economist

Design glasses

Look east



An Italian success story

Luxottica makes sunglasses. It is an Italian company and 85% of its factories are in Italy. But less than 5% of Luxottica's sales are in its home country. Most of Luxottica's shops are in the USA. The company produces glasses for Chanel, Prada, Bulgari and other companies selling luxury goods. It also owns Ray-Ban sunglasses, and about 15% of the group's sales are from Ray-Ban.

Luxottica's main competitor is Safilo, another Italian glasses manufacturer. The big difference between Luxottica and Safilo is that Safilo has 50 shops and Luxottica has nearly 5.500 shops.

Luxottica started as a manufacturing company. Today, they make more money from retail than from manufacturing. They specialise in glasses that cost £50 or more. This market is ten times more profitable than the market in cheap glasses.

The company has two big challenges in the future. The first challenge is China. At the moment, Luxottica has 250 shops there. But the company wants to double the number of shops to 500. The second challenge is the next chairperson. The company's founder is 70-year-old Mr Del Vecchio. At the moment, he is the chairperson and he owns 70% of the company. It is a family company, but Mr Del Vecchio's four children don't work for Luxottica. A new chairperson could make changes that turn Luxottica from a family company into a multinational.

Glossary

luxury goods (n): expensive products

competitor (n): a company that produces or sells the same things

profitable (adj): a business or product that makes money

challenge (n): something new and difficult to do

founder (n): the person who starts a company

multinational (adj): a big company that has offices, shops or factories in several countries

1. Match the numbers 1-6 with the information they describe a-f.

- | | | |
|----|-----|---|
| 1. | 70 | a. the minimum price of Luxottica's glasses |
| 2. | 50 | b. Mr Del Vecchio's age |
| 3. | 15% | c. percentage of factories in Italy |
| 4. | £50 | d. Luxottica's shops in China |
| 5. | 250 | e. Stafilo shops |
| 6. | 85% | f. group sales from Ray-Ban |

2. Are these statements true or false?

1. Luxottica is a Chinese company.
2. It doesn't sell products only in Italy.
3. Luxottica manufactures most of its glasses in the USA.
4. The company also produces glasses for other companies.
5. They make more profit from manufacturing than retail.
6. Luxottica doesn't have any competitors.
7. The company wants to open shops in China.
8. Mr Del Vecchio's children work for the company.



Study the examples and complete the sentences in the table.

Examples!

- a. **Does** Luxottica **make** glasses? Yes, it **does**. / No, it **doesn't**.
- b. **What does** Luxottica sell? It **doesn't** sell bags.
- c. **Do** they specialise in glasses? Yes, they **do**. / No, they **don't**.
- d. Where **do** they **have** shops? In Italy.

Present simple negative and questions

<u>Negative</u> I/You/We/They + _____ + complement. He/She/ It + _____ + complement.	<u>Open question</u> What _____ I/you/we/they _____+complement? Where _____ he/she/it _____ + complement?
<u>Closed question</u> _____ I/you/we/they _____ + complement? _____ he/she/it _____ +complement?	<u>Short answer</u> Yes, I/you/we/they _____. No, I/you/we/they _____. Yes, he/she/it _____. No, he/she/it _____.