



# COMPETITION



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Expemo code:  
1FAI-31L7-020



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## Warm up

Discuss the questions in pairs or small groups.

1. What comes to your mind when you hear the word "competition"?
2. Are you a competitive person?
3. Is competition between companies always a good thing?
4. Are competitive people more successful in general?

2

## Key words

Part A: Match the words below to their definitions.

- |                         |  |
|-------------------------|--|
| 1. <u>consumer</u>      | a. go past something by being better                                       |
| 2. <u>supply</u>        | b. get something back that you lost  |
| 3. <u>rival</u>         | c. a company producing and selling products in several different countries |
| 4. <u>overtake</u>      | d. provide something that people want or need, often in large quantities   |
| 5. <u>multinational</u> | e. complete control of something by an organization or person              |
| 6. <u>regain</u>        | f. a person or a group that competes with others for the same thing        |
| 7. <u>monopoly</u>      | g. be as good as somebody or something else                                |
| 8. <u>match</u>         | h. a person who buys goods or services for themselves                      |



**Part B: Now put the words from the exercise into the sentences below in the correct form.**

1. If customers are not \_\_\_\_\_ with a certain product, they will go elsewhere.
2. Having a \_\_\_\_\_ in business is not always a bad thing. It forces you to improve things.
3. \_\_\_\_\_ have a lot of choice these days. Businesses have to give them added value.
4. We need to \_\_\_\_\_ the customers we lost to a company that was offering big discounts.
5. If you are a \_\_\_\_\_ company, you have access to many more customers.
6. We will soon have a \_\_\_\_\_ in the market. No one is able to challenge us.
7. They were able to \_\_\_\_\_ their competitor. Both businesses reported similar sales.
8. This year we have \_\_\_\_\_ our competitors. We are now the market leader.

**3****Competition verbs, nouns and adjectives**

**Part A: Complete the table below.**

Verb	Noun	Adjective
attract	attraction	attractive
improve	1.	improvable/improved
innovate	innovation	2.
compete	competition	3.
dominate	4.	dominating
produce	5.	productive



**Part B: Use appropriate words from the table to fill in the gaps below.**

1. In order to remain \_\_\_\_\_, companies must constantly look for ways to improve their products and services.
2. Investing in research and development is an important way for companies to drive \_\_\_\_\_ and stay ahead of their competitors.
3. Companies that are successful in \_\_\_\_\_ their industries are often those that invest heavily in marketing and brand-building.
4. One of the keys to success in business is to offer \_\_\_\_\_ products or services that stand out from the competition.
5. By focusing on process \_\_\_\_\_ and cost efficiencies, companies can often increase their profit margins and reduce expenses.
6. The ability to \_\_\_\_\_ is crucial for companies that operate in fast-paced industries with rapidly evolving customer needs.

**4****Reading**

Put the paragraphs in the correct order to create the story.

- \_\_\_\_\_ Another important aspect of competition is the ability to innovate. Businesses must continually develop new and better ways of doing things, whether it's through new technology or improved processes. This is essential for staying ahead of the curve and maintaining a competitive edge.
- \_\_\_\_\_ Ultimately, the goal of competition is to dominate the market. This means being the go-to choice for customers in a particular industry or niche. To do this, companies must produce products and services that are better than their competitors, and they must do so consistently over time.
- \_\_\_\_\_ One of the keys to success in business is to attract customers with high-quality products or services. Companies must constantly improve their offerings to stay ahead of their competitors. This means investing in research and development, as well as seeking out customer feedback to identify areas for improvement.
- \_\_\_\_\_ In today's business world, competition is fierce. Companies must compete against each other to attract customers, improve their products, and dominate their industries. To do this, businesses must constantly innovate and find ways to produce better products and services than their competitors. This is particularly important for companies that operate in crowded markets, where there are many similar products available to consumers.



**Part B: Answer the questions and compare them with your partner.**

1. What is one of the keys to success in business?
  - a. improving products and services
  - b. dominating the market
  - c. innovating
  - d. attracting customers
2. What does it mean to dominate the market?
  - a. to produce products and services that are better than the competition
  - b. to be the only business in a particular industry
  - c. to have a large market share
  - d. to constantly improve offerings
3. Why is it important for businesses to innovate?
  - a. to attract customers
  - b. to dominate the market
  - c. to produce better products and services
  - d. all of the above
4. What must businesses do to stay ahead of their competitors?
  - a. innovate and produce better products and services
  - b. invest in research and development
  - c. seek out customer feedback
  - d. all of the above
5. In crowded markets, why is innovation particularly important?
  - a. to stay ahead of the curve
  - b. to produce products and services that are better than the competition
  - c. to attract customers
  - d. to dominate the market



## 5

## Competition collocations

Part A: Read the text about competition and fill in the gaps with the missing words to create collocations.

advantage  
market

brand  
product

customers  
profits

edge  
share

Competition between businesses is natural. Each has to win market \_\_\_\_\_<sup>1</sup>, retain \_\_\_\_\_<sup>2</sup> and increase their \_\_\_\_\_<sup>3</sup>, while keeping one eye on what their competitors are doing. Some people view competition as a bad thing, but it is often essential for businesses to grow and improve their customer service. Becoming the leading \_\_\_\_\_<sup>4</sup> in a particular field gives a business a clear \_\_\_\_\_<sup>5</sup>. But when companies are in this position they can't afford to be complacent, as the competition will be right behind them. Knowing their target \_\_\_\_\_<sup>6</sup> is crucial for continued success, and creating an innovative \_\_\_\_\_ can give a company that all important competitive \_\_\_\_\_<sup>7</sup>.

Part B: Now, fill in the gaps with the correct words to make collocations with the word 'competition'.

between

domestic

face

fight off

intense

1. There isn't a big market outside the country for our product, but there is a lot of \_\_\_\_\_ competition
2. The competition \_\_\_\_\_ our companies this year became very fierce.
3. We will \_\_\_\_\_ competition from another company next year, as they are expanding into our market.
4. Airlines that offer cheap flights have to be prepared for \_\_\_\_\_ competition.
5. The company was able to \_\_\_\_\_ competition from their rival, as they had a better product.





## 6

**Competition idioms**

Match the underlined idiomatic expressions with their correct meaning below.

1. Our business has always been ahead of the curve. We are always planning for the future.
  2. We think we can corner the market. No one can compete with us on price.
  3. We have great staff who always go the extra mile. That is why we have so many loyal customers.
  4. You need to keep your eye on the ball at all times. You never know what the competition will do.
  5. We have to raise the bar because the market is very crowded right now.
  6. Our manager encourages us to think outside the box. He wants us to be creative.
  7. We will blow the competition out of the water this year. We are going to invest more in our services.
- a. destroy (something) completely
  - b. increase expected standards
  - c. become so successful at selling a particular product that no other company can sell it
  - d. better than average, more advanced
  - e. think in an imaginative and innovative way
  - f. keep your attention on something
  - g. do more and make a lot of effort

## 7

**Staying ahead of the curve**

With a partner or in a small group, brainstorm ideas about how you can stay ahead of your competition in business. Use the lines below to write down your ideas.

.....

.....

.....

.....



## 8

**Great business rivalries: McDonald's vs. Burger King**

**Part A:** Listen to the descriptions of McDonald's and Burger King. Fill in the missing information in the tables.



Company	McDonald's
headquarters	Oak Brook, Illinois
founder(s)	
year founded	
employees (2015)	420,000
number of locations (2016)	
turnover (2015)	US\$ 25 billion



Company	Burger King (formerly Insta-Burger King)
headquarters	
founder(s)	David Edgerton and James McLamore
year founded	1954
employees (2015)	
number of locations (2016)	15,243
turnover (2015)	







**Part B:** Now, listen to the information about their business rivalry, and then answer the questions.

1. How long have McDonald's and Burger King been rivals for?  
\_\_\_\_\_
2. Why did Burger King sell a bigger burger than McDonald's?  
\_\_\_\_\_
3. Why did the 'burger wars' start?  
\_\_\_\_\_
4. Which other fast food chain has been involved in the 'burger wars'?  
\_\_\_\_\_
5. Why did the 'burger wars' make a comeback?  
\_\_\_\_\_
6. What was the joint McDonald's/Burger King burger going to be called?  
\_\_\_\_\_

**9****Talking Point**

Discuss any of the questions below.

1. Do you agree that competition is good for business? Why/why not?
2. What do you think your company does to give them a competitive advantage?
3. Do you think competition at work between people is a positive thing? Why/why not?