

VOCABULARY

7 New business

Complete the sentences below with the words in the box.

balance	domestic	exchange	foreign	government
inflation	interest	labour	tax	unemployment

- China's gross product is about \$5 trillion.
- The rate has decreased because people have gone back to work as the economy recovers.
- Companies are worried about paying pensions as the force grows older.
- The government has offered incentives to new companies in hopes of boosting the economy.
- Businesspeople say that bureaucracy makes starting a new business difficult.
- It's common for companies to spend money overseas, but some people think that too much investment in their country is a bad idea.
- Exports have increased recently, which makes the of trade much healthier.
- Borrowers are enjoying the low rate, but savers hope it increases soon.
- Travellers from Britain to the Eurozone are enjoying a good rate this year.
- The rate has dropped to 1%, thanks to the government's monetary policy.

TIME CLAUSES

Choose the best word or phrase to complete each sentence.

- As soon as / Until the contract was signed, everyone cheered.
- Can you please come to my office when / after the meeting?
- Larissa said she'd phone as soon as / while she arrives in London.
- Martin checked the projector carefully when / before he started his presentation, then began right on time.
- Olga can't sign the contract until / while she gets Andre's approval.
- Pierre learned to speak some Japanese as soon as / while he was working in Tokyo.
- Until / After the delivery is confirmed, we won't release the payment.
- We have to improve the sales forecasts before / after we can approve the project.
- We went out when / after the meeting to celebrate the merger we'd agreed.
- When / While I first started out as a manager, I made a lot of mistakes.
- Yusuf got to know Peter when / as soon as they worked together for three years in Saudi Arabia.
- Zeynep was able to write the report until / while he was waiting for his plane.

WRITING

You have recently become the European distributor for ChuTools, a new Chinese power-tool manufacturer. You want H&G, a big DIY chain, to sell ChuTools. Write an e-mail (80–100 words) to Alan Sykes, Purchaser at H&G, introducing ChuTools and asking for a meeting to discuss a deal. You have worked with Alan before and you know him well.

ChuTools

- Based in Shenzhen
- Produces a range of DIY power tools – drills, saws and garden tools
- Mid-range price
- Very high quality for price – have received excellent reviews in trade press
- Company wants to support retailers with marketing and promotion, including prizes and special offers

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8 Marketing

Cross out the word in each group that does not form a word partnership with the word in bold.

- 1 **advertising** share / campaign / budget / agency
- 2 **consumer** behaviour / profile / launch / goods
- 3 **market** goods / research / share / segment
- 4 **product** launch / lifecycle / range / segment
- 5 **sales** forecast / range / figures / target

QUESTIONS

A Put these words in the correct order to make questions.

- 1 market / the / research / is / complete / ?
- 2 it / do / want / to / When / you / do / ?
- 3 at / to / website / Do / the / you / new / have / look / time / ?
- 4 survey / Did / read / you / the / ?
- 5 figures / the / Have / sales / seen / you / ?
- 6 model / How / we / should / describe / new / the / ?

B Match each question from Exercise A (1–6) to one of these answers (a–f).

- a) Yes, I did. The results were interesting.
- b) Yes, it is. We finished last week.
- c) No, I haven't. Is there any good news?
- d) Next Monday.
- e) I don't know, but let's not say it's *new and improved*.
- f) Yes, I do. I really want to see it.