

Making and selling SB page 32

1 ★★ Complete the phrases with the words in the list.

product | image | logo | manufacturer | consumer
target market | brand | ad | chain

- 1 a _____ of fast-food restaurants
- 2 a _____ of things like cars or clothing
- 3 the _____ that a company makes
- 4 an _____ on a website or on TV
- 5 the _____ that a company tries to sell to
- 6 the _____ that people prefer to buy
- 7 the _____ that a company uses to identify itself
- 8 an _____ that a company shows the public
- 9 a _____ who buys goods or services

2 ★★ Circle the correct options.

- 1 This store is part of a *brand* / *chain*. There are more than 30 of them in this country.
- 2 I love that company's new *target markets* / *ads*. They're so funny!
- 3 Some of the best car *manufacturers* / *products* are Korean.
- 4 This is my favorite *product* / *brand* of coffee.
- 5 The marketing department designed a new *image* / *logo* to put on their products.
- 6 Our company is launching a new *target market* / *product* next week.
- 7 There's a huge *market* / *product* for self-help books these days.
- 8 Many companies support a charity. It improves their *logo* / *image*.