1 Fill in the missing vowels in these adjectives.

1 Today's marketplace is highly c_mp_t_t_v_.
2 Packaging has to be _ttr_ct_v_, _ff_ct_v_ and d_st_nct_v_.
3 Packaging is cr_t_c_l to make sure there is _ff_c_ _nt use of l_m_t_d shelf space.
4 An _r_g_n_l idea can turn out to be _mpr_ct_c_l for reasons of t_chn_c_l limitations.

2 Complete the sentences using words from the box.

chance	communication	field	issues	
needs	process	sale	solution	view

1 Packaging is the manufacturer's last _____ to seduce the customer.
2 Many products are identical from the consumer's point of _____.
3 Most purchasing decisions are made at the point of _____.
4 The principal problem is a lack of _____ between the people involved in the design and development _____.
5 There are different groups of experts, all working in their own specialized _____.
6 Production people know nothing about consumer _____.
7 The manufacturing people deal with the technical _____ as and when they arise.
8 Our task forces can deliver an optimal _____ in one week, sometimes less.

LIVEWORKSHEETS

3 **In each set of four below, match a verb on the left with a phrase on the right to make collocations about product development.**

1	generate	the product onto the market
2	screen out	new ideas in focus groups
3	launch	specifications for the product
4	draw up	unfeasible or unprofitable ideas
5	conduct	production on a large scale after tests
6	draw	market studies
7	go into	sketches and build mockups
8	test	the product by using it in typical situations

4 **Fill in the missing letters to complete these nouns about dimensions.**

1	It's 45 cm **long**.	=	Its l_ _ _ _ _ is 45 cm.
2	It's 31 cm **wide**.	=	Its w_ _ _ _ is 31 cm.
3	It's 8 cm **high**.	=	Its h_ _ _ _ _ is 8 cm.
4	It **weighs** 9 kg.	=	Its w_ _ _ _ _ is 9 kg.

Join these pairs of sentences together with an appropriate relative clause.

1 This is the new product. It was launched last week.

_____

2 This is a low-selling product. We have to relaunch it.

_____

3 Bill Gates is the world's richest man. He was the chairman of Microsoft Corporation©.

_____

4 Apple© is an American computer company. Its products are beautiful.

_____

5 Google© is a very successful company. It is based in America.

_____

LIVEWORKSHEETS

9 **Choose the correct word(s) to make phrases for a product presentation.**

1 After that, I'll *go / go on* to present …
2 And now, if you have any questions, I'll do my best to *answer / respond* them.
3 My *reason / objective* today is …
4 *Final / Finally*, I'm going to …
5 First of all, *I / I'll* talk about …
6 Thank you for *listening / your listening*.
7 I've divided my presentation *by / into* three sections.
8 Please *make / feel* free to interrupt me.
9 So, in summary, these are the *reasons / motives* why I am asking you to …

10 **Put phrases 1–9 from Exercise 9 into the order that you would probably hear them.**

LIVEWORKSHEETS