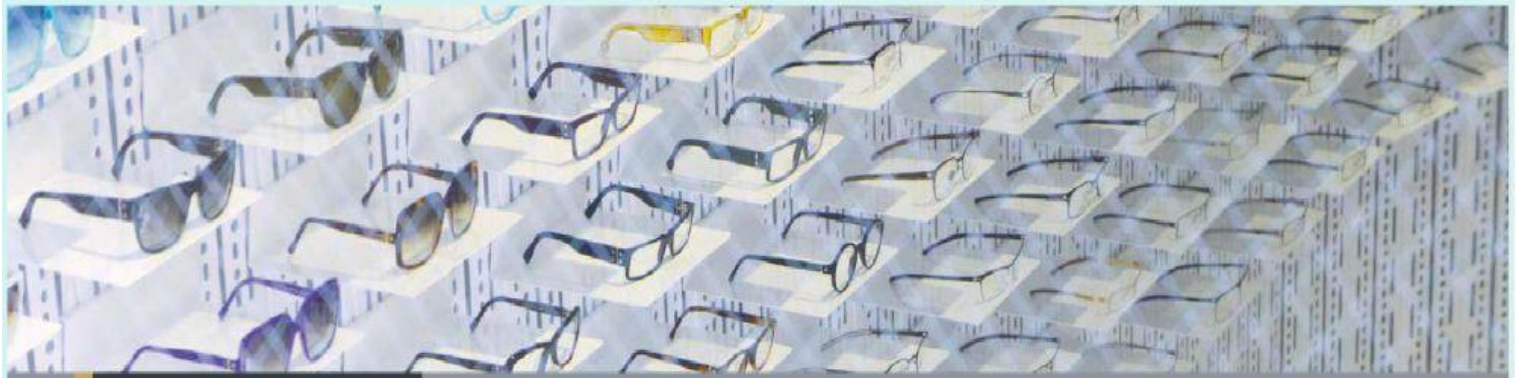






# 3

## Products & services

### Starting point

- 1 What products or services are very popular at the moment where you live?
- 2 Why are they popular?

### Working with words | Describing products and services

- 1 Work with a partner. What do you look for when you buy a new product?  
Do you agree or disagree with the opinions below?
  - 1 The main thing for me is low prices.
  - 2 I think it's important to be able to speak to an employee for help and advice.
  - 3 I prefer to buy from companies that I know.
  - 4 For me, a good product always costs more.
  - 5 I want products and services that are easy to use.

1. Value
2. Service
3. Trust
4. Quality
5. Simplicity

Value

Service

Trust

Quality

simplicity

|   |  |
|---|--|
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |