

Combine the words and phrases on the left (1-7), with the words on the right (a-g), to form elements which give companies an advantage over the competition.

1 a proven track

2 being one step ahead of the

3 clear brand

4 competitive

5 customer relationship

6 good value for

7 market

a identity

b management

c money

d prices

e record

f research

g competition

1 You will hear a consultant engineer, William Brook-Hart, talking about what gives his company, Gifford Engineering Consultancy, a competitive advantage. Before you listen, match the words and phrases (1–8) with their definitions (a–h)

- | | |
|------------------|--|
| 1 a tender | a amount of money paid for a particular piece of work |
| 2 procurement | b computer program, used especially in business, which allows you to do financial calculations and plans |
| 3 to assess | c detailed description of how something should be done, made, etc. |
| 4 to itemise | d a formal written offer to do a job for an agreed price |
| 5 specifications | e the obtaining of supplies or services |
| 6 fee | f to compete against other firms by offering to do a job or contract for a certain amount of money |
| 7 spreadsheet | g to judge or decide the value of something |
| 8 to bid | h to list things separately |

2 Read the notes below and decide what sort of information you need in each space.

12 3 Listen and complete the notes by writing up to three words in each gap.

Prospective clients interested in finding 1
at cheapest price.

Cheapest contract not always the best 2

Gifford demonstrate excellence through:

- excellence of their 3

- track record obtained from 4

Competitive advantage

Company background

Gifford Engineering Consultancy is an engineering and design consultancy employing 600 people, based near Southampton, UK.

Gifford

