

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

