COMPETITION



1 Key words

Match the words below to their definitions.

1. a consumer	a. a company producing and selling products in several different countries
2. supply	b. a person or a group that competes with others for the same thing
3. a rival	c. a person who buys goods or services for themselves
4. overtake	d. complete control of something by an organization or person
5. a multinational	e. to be as good as somebody or something else
6. regain	f. to get something back that you lost
7. a monopoly	g. to go past something by being better
8. match	h. to provide something that people want or need, often in large quantities

Now put the words from the exercise into the sentences below in the correct form.

1. If customers are not_____with a certain product, they will go elsewhere.
2. Having a_____in business is not always a bad thing. It forces you to improve things.
3. _____have a lot of choice these days. Businesses have to give them added value.
4. We need to_____the customers we lost to a company that was offering big discounts.
5. If you are a_____company, you have access to many more customers.
6. We will soon have a_____in the market. No one is able to challenge us.
7. They were able to_____their competitor. Both businesses reported similar sales.
8. This year we have_____our competitors. We are now the market leader.

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2 Competition verbs, nouns and adjectives

Complete the table below.

Verb	Noun	Adjective
attract	attraction	attractive
improve	1.	improvable
innovate	innovation	2.
compete	competition	3.
dominate	4.	dominating
produce	5.	productive

3 Competition collocations

Read the text about competition and fill in the gaps with the missing words to create collocations.

advantage brand customers edge market product profits share

Competition between businesses is natural. Each has to win market _____[1], retain _____[2] and increase their _____[3], while keeping one eye on what their competitors are doing. Some people view competition as a bad thing, but it is often essential for businesses to grow and improve their customer service. Becoming the leading _____[4] in a particular field gives a business a clear _____[5]. But when companies are in this position they can't afford to be complacent, as the competition will be right behind them. Knowing their target _____[6] is crucial for continued success, and creating an innovative_____[7] can give a company that all important competitive _____[8].

Now, fill in the gaps with the correct words to make collocations with the word 'competition'.

between domestic face fight off intense

1. There isn't a big market outside the country for our product, but there is a lot of _____ competition.
2. The competition_____our companies this year became very fierce.
3. We will_____competition from another company next year, as they are expanding into our market.
4. Airlines that offer cheap flights have to be prepared for_____competition.
5. The company was able to_____competition from their rival, as they had a better product.

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4 Competition idioms

Match the underlined idiomatic expressions with their correct meaning below.

1. Our business has always been ahead of the curve. We are always planning for the future.
2. We think we can corner the market. No one can compete with us on price.
3. We have great staff who always go the extra mile. That is why we have so many loyal customers.
4. You need to keep your eye on the ball at all times. You never know what the competition will do.
5. We have to raise the bar because the market is very crowded right now.
6. Our manager encourages us to think outside the box. He wants us to be creative.
7. We will blow the competition out of the water this year. We are going to invest more in our services.

a. become so successful at selling a particular product that no other company can sell it
b. better than average, more advanced
c. destroy (something) completely
d. do more and make a lot of effort
e. increase expected standards
f. keep your attention on something
g. think in an imaginative and innovative way

5 Staying ahead of the curve

With a partner or in a small group, brainstorm ideas about how you can stay ahead of your competition in business. Use the lines below to write down your ideas.

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6 Great business rivalries: McDonald's vs. Burger King

PART 1: Read the descriptions of McDonald's and Burger King. Fill in the missing information in the tables.

Company	McDonald's
Headquarters	Oak Brook, Illinois
Founder(s)	1. Richard and Maurice
Year founded	2.
Employees (2015)	420,000
Number of locations (2016)	3.
Turnover (2015)	US$ 25 billion

Company	Burger King (formerly Insta-Burger King)
Headquarters	4.
Founder(s)	David Edgerton and James McLamore
Year founded	1954
Employees (2015)	5.
Number of locations (2016)	15,243
Turnover (2015)	6._____US$

Source: Wikipedia

PART 2: Now, read to the information about their business rivalry, and then answer the questions.

1. How long have McDonald's and Burger King been rivals for?
2. Why did Burger King sell a bigger burger than McDonald's?
3. Why did the 'burger wars' start?
4. Which other fast food chain has been involved in the 'burger wars'?
5. Why did the 'burger wars' make a comeback?
6. What was the joint McDonald's/Burger King burger going to be called?

7 Talking Point

Discuss any of the questions below.

1. Do you agree that competition is good for business? Why/why not?
2. What do you think your company does to give them a competitive advantage?
3. Do you think competition at work between people is a positive thing? Why/why not?

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