

## Listening 3

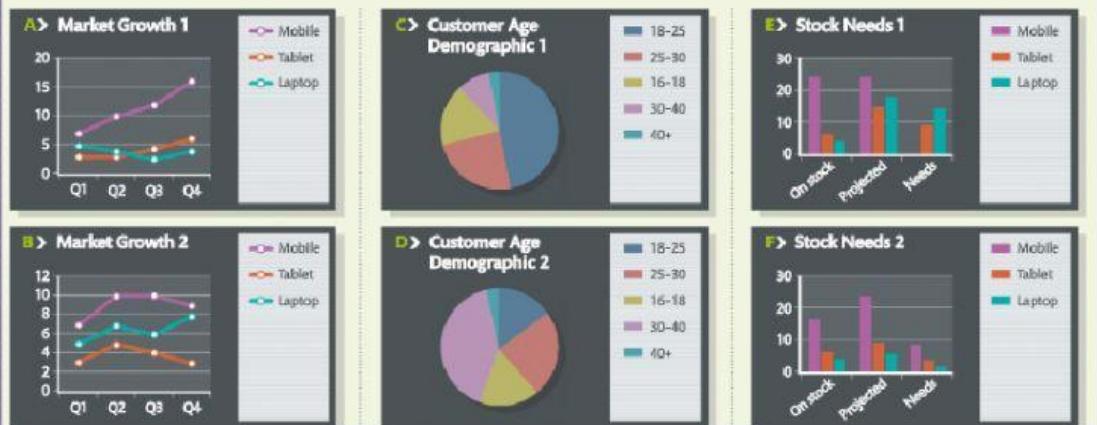
**3A** Match the words and phrases (1–9) for presenting ideas or information about business sales with the correct definition (a–i).

1 market growth      a a financial calculation about a future trend  
 2 target market      b the amount of money that a company brings in over a year  
 3 forecast      c the amount of spending money people have available after they have paid taxes  
 4 demographic      d an increase in demand for a product or service  
 5 annual revenue      e the expected future sales of a product  
 6 stock level      f the quantity of products kept in a shop or warehouse  
 7 projected sales      g the customers that a company wants to sell to  
 8 loan      h a particular section of the population, e.g. people aged 18 to 30  
 9 disposable income      i an amount of money that is borrowed

**► 6.02** Listen to two parts of the same presentation. Work in pairs and discuss the questions.

1 Which products does the company make?  
 2 What are the two biggest age demographics?  
 3 Is the mobile sector growing or slowing down?  
 4 Do they have enough stock?  
 5 Which products should they focus on in the next two years?

**► 6.03** Listen to Part 2 again and look at the pairs of charts below. Which chart in each pair is the speaker talking about?



## Functional language

### Presenting visual information

**4** Complete the expressions from the recording in Exercise 3B with the words in each box below. If necessary, use the audioscript on page 149 to help you.

#### Part 1: the overview

1 In this \_\_\_\_\_ of my presentation, I'm going to tell you more about [the target market].  
 2 On this \_\_\_\_\_ you can see [three charts].  
 3 This \_\_\_\_\_ chart shows [us the age demographic of our target customers].  
 4 You can see [which ages the colours refer to] on the \_\_\_\_\_.  
 5 You'll \_\_\_\_\_ that [the 18–25-year-old age group is our biggest target group].  
 6 Next, you can see [the growth of our market ...] on this line \_\_\_\_\_.  
 7 Finally, on this bar \_\_\_\_\_, you can see [the stock levels we have].  
 8 I'd now like to \_\_\_\_\_ to [my colleague], who will give you more details.

#### Part 2: the details

1 It is \_\_\_\_\_ that [the growth of the tablet product line has been slow].  
 2 These \_\_\_\_\_ confirm that [mobile devices, in general, are outselling tablets].  
 3 I'd also like to \_\_\_\_\_ [something on the customer age demographic pie chart].  
 4 It's \_\_\_\_\_ to see that [almost half of our customers are in the 18–25 age group].  
 5 This \_\_\_\_\_ proves that [our cases are highly desirable for this age group].  
 6 The last thing I want to tell you to \_\_\_\_\_ about is [our current stock levels].  
 7 Looking more \_\_\_\_\_ at the bar chart, you can see that [we have underestimated ...].

closely fact details  
 interesting show you  
 significant think

4 Watch the video again and complete the summary. Use one to three words in each gap.

Fairphone is a company which started life as a(n) <sup>1</sup> \_\_\_\_\_ to give visibility to the wars in the Eastern Congo. Many conflicts are related to the mines where the <sup>2</sup> \_\_\_\_\_ for mobile phones come from. Then the campaigners decided to <sup>3</sup> \_\_\_\_\_.

The company grew very fast. Within the first two years the staff increased from two people to <sup>4</sup> \_\_\_\_\_. Turnover\* in the first eighteen months was sixteen million euros and in only three weeks more than <sup>5</sup> \_\_\_\_\_ people bought the phone before it was built.

The Fairphone design is modular, which means that people can <sup>6</sup> \_\_\_\_\_ the components themselves. The company wants to help the economy in the Democratic Republic of Congo by getting minerals from conflict-free mines. They have also recycled <sup>7</sup> \_\_\_\_\_ old phones in order to reuse the minerals. Bas van Abel believes business is an important mechanism to actually <sup>8</sup> \_\_\_\_\_. He did not start Fairphone to become <sup>9</sup> \_\_\_\_\_ phone company in the world but to show that there's <sup>10</sup> \_\_\_\_\_ for ethical business.

8 Look at some more statements Ferry Unardi made and questions the journalist asked during the interview. Choose the correct option in *italics* to complete the reported speech.

1 'My family don't understand what Traveloka does.'

He said *his family didn't / my family don't* understand what Traveloka does.

2 'I won programming competitions as a child.'

He told *me he had won / that he had won* programming competitions as a child.

3 'Do you miss anything about being a student?'

I asked *he do you miss / him if he missed* anything about being a student.

4 'E-commerce will grow quickly in Indonesia.'

He said *e-commerce would grow / told e-commerce grow* quickly in Indonesia.

5 'How did you get funding?'

I asked *him how did you get / him how he had got* funding.

9A 6.01 Listen to some extracts from a job interview for an internship.

Complete what the candidate told his friend afterwards using reported speech. Use a maximum of four words in each gap.

1 The interviewer asked \_\_\_\_\_ doing in my free time.

2 I told \_\_\_\_\_ hanging out with friends.

3 She asked \_\_\_\_\_ any previous work or voluntary experience.

4 I said \_\_\_\_\_ the dog for a walk every day.

5 She asked me what I \_\_\_\_\_ doing in five years' time.

6 I said \_\_\_\_\_ about that.

## Grammar Reported speech

## 1 Change the sentences from direct speech to reported speech.

1 'Have you finished preparing your presentation?' I asked Anna.

I \_\_\_\_\_.

2 'What time do you want to break for lunch tomorrow?' Charlie asked.

Charlie \_\_\_\_\_.

3 'Do you want to meet here on Friday?' Mary asked.

Mary \_\_\_\_\_.

4 'How do you like your coffee?'

She \_\_\_\_\_.

5 'I studied Economics at university.'

She \_\_\_\_\_.

6 'Our meeting has been postponed.'

He \_\_\_\_\_.

7 'We spoke on the phone on Tuesday.'

He \_\_\_\_\_.

8 'Do you enjoy your work?'

She \_\_\_\_\_.

## 2 Change the sentences from reported speech to direct speech.

1 He said that he was going to Paris the following week.

\_\_\_\_\_.

2 Shazia asked us if we would be launching the new product soon.

\_\_\_\_\_.

3 The Director told me that Violetta would be taking over from Kasper.

\_\_\_\_\_.

4 He said that the new e-commerce manager would be starting work on Monday.

\_\_\_\_\_.

5 Our client said that she would meet me the next day.

\_\_\_\_\_.

6 Carol said that she had met the designer the day before.

\_\_\_\_\_.

7 The entrepreneur said that he started his business in 2012.

\_\_\_\_\_.

8 I asked the secretary if he could help me set up the room for the meeting.

\_\_\_\_\_.

**Listening** 1 6.01 Listen to the interview with an entrepreneur. Decide if the statements are **true (T)** or **false (F)**.

- 1 Linda is an engineer.
- 2 Linda's interest in Marine Biology began when she was very young.
- 3 After leaving school Linda was paid to look after turtles.
- 4 Linda decided to rid the sea of plastic after her experience on a Greek island.
- 5 They financed the project through crowdfunding.
- 6 Academics didn't believe the system would work.
- 7 Linda and Tina don't earn a lot of money.
- 8 They employ two personal assistants and a full-time accountant.

2 Listen again and complete the sentences.

- 1 Linda's company specialises in \_\_\_\_\_ management.
- 2 Her partner has developed a system for cleaning up the world's \_\_\_\_\_.
- 3 Linda said that she didn't have the engineering \_\_\_\_\_ to develop the system she wanted.
- 4 Both Linda and Tina got first-class honours \_\_\_\_\_.
- 5 At first, they tried \_\_\_\_\_ institutions to raise money for their project.
- 6 They advertised for funds on social \_\_\_\_\_.
- 7 Ms Carlin is Ensign's business \_\_\_\_\_.
- 8 Linda and Tina have been in this business for \_\_\_\_\_.
- 9 The company is making a \_\_\_\_\_.
- 10 They have employed a \_\_\_\_\_ and an engineering \_\_\_\_\_.

3 Choose the summary that best describes Linda's venture.

- A At first Linda wasn't really interested in the sea and the creatures that live in it. She wanted to be an engineer. The sea turtles on the Greek island of Zakynthos made her want to become a marine biologist. She met Tina and together they set up a business which is now doing well. They are attempting to clean up the world's oceans.
- B Linda studied marine biology at university, where she met Tina, and later she did a master's degree in business studies and marketing. This was useful when they set up their company, Ensign. The company had a few problems in the beginning as they needed to raise funds. Now the company is doing very well.
- C Linda has developed a system to help protect the world's sea creatures. The innovative idea came to her when she was volunteering to help protect turtles. After doing this she went to university to study engineering. When she left university she and her business partner, Ms Carlin, set up a company that specialises in environmental clean-ups.