

7 New business

VOCABULARY

Complete the sentences below with the words in the box.

balance domestic exchange foreign government
inflation interest labour tax unemployment

- 1 China's gross product is about \$5 trillion.
- 2 The rate has decreased because people have gone back to work as the economy recovers.
- 3 Companies are worried about paying pensions as the force grows older.
- 4 The government has offered incentives to new companies in hopes of boosting the economy.
- 5 Businesspeople say that bureaucracy makes starting a new business difficult.
- 6 It's common for companies to spend money overseas, but some people think that too much investment in their country is a bad idea.
- 7 Exports have increased recently, which makes the of trade much healthier.
- 8 Borrowers are enjoying the low rate, but savers hope it increases soon.
- 9 Travellers from Britain to the Eurozone are enjoying a good rate this year.
- 10 The rate has dropped to 1%, thanks to the government's monetary policy.

TIME CLAUSES

Choose the best word or phrase to complete each sentence.

- 1 *As soon as / Until* the contract was signed, everyone cheered.
- 2 Can you please come to my office *when / after* the meeting?
- 3 Larissa said she'd phone *as soon as / while* she arrives in London.
- 4 Martin checked the projector carefully *when / before* he started his presentation, then began right on time.
- 5 Olga can't sign the contract *until / while* she gets Andre's approval.
- 6 Pierre learned to speak some Japanese *as soon as / while* he was working in Tokyo.
- 7 *Until / After* the delivery is confirmed, we won't release the payment.
- 8 We have to improve the sales forecasts *before / after* we can approve the project.
- 9 We went out *when / after* the meeting to celebrate the merger we'd agreed.
- 10 *When / While* I first started out as a manager, I made a lot of mistakes.
- 11 Yusuf got to know Peter *when / as soon as* they worked together for three years in Saudi Arabia.
- 12 Zeynep was able to write the report *until / while* he was waiting for his plane.

WRITING

You have recently become the European distributor for ChuTools, a new Chinese power-tool manufacturer. You want H&G, a big DIY chain, to sell ChuTools. Write an e-mail (80–100 words) to Alan Sykes, Purchaser at H&G, introducing ChuTools and asking for a meeting to discuss a deal. You have worked with Alan before and you know him well.

ChuTools

- Based in Shenzhen
- Produces a range of DIY power tools – drills, saws and garden tools
- Mid-range price
- Very high quality for price – have received excellent reviews in trade press
- Company wants to support retailers with marketing and promotion, including prizes and special offers

8 Marketing

VOCABULARY

Cross out the word in each group that does not form a word partnership with the word in bold.

- 1 **advertising** share / campaign / budget / agency
- 2 **consumer** behaviour / profile / launch / goods
- 3 **market** goods / research / share / segment
- 4 **product** launch / lifecycle / range / segment
- 5 **sales** forecast / range / figures / target

QUESTIONS

A Put these words in the correct order to make questions.

- 1 market / the / research / Is / complete / ?
- 2 it / do / want / to / When / you / do / ?
- 3 at / to / website / Do / the / you / new / have / look / time / ?
- 4 survey / Did / read / you / the / ?
- 5 figures / the / Have / sales / seen / you / ?
- 6 model / How / we / should / describe / new / the / ?

B Match each question from Exercise A (1–6) to one of these answers (a–f).

- a) Yes, I did. The results were interesting.
- b) Yes, it is. We finished last week.
- c) No, I haven't. Is there any good news?
- d) Next Monday.
- e) I don't know, but let's not say it's *new and improved*.
- f) Yes, I do. I really want to see it.