

5A 3.1.1 Watch the video introduction. What do Postmark and The Cambridge Satchel Company sell?

B Watch Part 1 of the video. Answer the questions.

- 1 Who started Postmark?
- 2 When did Postmark start?
- 3 What was the annual turnover in a) 2006? b) last year?
- 4 How many stores and employees does Postmark have?
- 5 When did Morgan arrive in the UK and what did she do?
- 6 When did Morgan join Postmark?

C Watch Part 2 of the video. Are the sentences *true* (T) or *false* (F)? Correct the false sentences.

- 1 At the beginning, The Cambridge Satchel Company only had three colours of bags.
- 2 The company opened a factory in 2012.
- 3 The company now has 150 employees.
- 4 The company has two shops – one in Cambridge and one in London.
- 5 Max is the manager of The Cambridge Satchel Company shop in London.
- 6 Max designed the first shop for Cambridge Satchel Company.

annual turnover = the
total sales of a business in
one year



1A How do you receive communication from your place of work/study?

- ☐ blog post ☐ website ☐ newsletter
☐ emails ☐ intranet ☐ other _____

B How often do you receive this type of communication? What is it usually about?

Past successes and challenges

2A Read the email about KwikBike. Did they succeed? Tick (✓) Yes or No for points 1-6



Target	Yes	No
1 Hit the target number of new shops		
2 Get to know corporate customers very well		
3 Advertise to win more customers		
4 Win customers in the Overton area		
5 Create a booking system		
6 Make booking fast		



To: all staff
From: simon.owen@kwikbike
Subject: Another great year for KwikBike - Thank you
Monday 22 December

Dear Team,

First, a big thank you for all your hard work in the last year. We **made** good progress at KwikBike. We **grew** our retail business from ten stores to twelve and we **built** strong relationships with important corporate customers. Unfortunately, we **didn't hit** our target of fourteen stores, so we need to investigate new areas for business.

We also **went** to bike events, **bought** advertising there and offered discounts, and this **won** new business, especially in the Northside area. However, we **didn't win** any new business in the Overton area so we want to make progress there next year. We also **spent** \$10,000 on our online booking system. Our sales started to increase, but some customers **had** problems with it. We need to improve this system as soon as possible so we don't lose sales.

Overall, it **was** a great year. Well done everyone! I look forward to next year.

Best regards,

Simon Owen

B Match the verbs in bold in the email with their present form.

- | | | | |
|--------------------|---------|---------|-------------|
| a hit - hit | d have | g buy | j go |
| b make | e build | h spend | k don't hit |
| c win | f grow | i be | l don't win |

C Answer the questions.

- How many shops did KwikBike have at the beginning of last year? _____
- How many shops do they have now? _____
- Where did they advertise? _____
- Where did the advertising win new business? _____
- How much did they spend on their online booking system? _____

1 Listen and repeat.

▶ P3.06 /ɜ:/ first third service perfect reserve
learn early burger purchase return

▶ P3.07 /ɔ:/ floor more before bought board
award launch small talk water

2A ▶ P3.08 We often pronounce the letters *or* as /ɜ:/ or /ɔ:/. Listen and underline the words with /ɜ:/.

forward north order passport word work world
worse worst New York

3A ▶ P3.09 Listen and complete the sentences with one word. Do you say the missing words with /ɜ:/ or /ɔ:/?

- 1 I have an urgent report to write for _____.
- 2 Complete a short _____ about your last purchase.
- 3 I bought this purse from an online _____.
- 4 She does research and calls clients every _____.
- 5 Do you _____ to walk to work?
- 6 Furniture is one of their most important _____.

1A ▶ P3.06 Listen and write the words in the correct place in the table.

bought door learn north purse short sir store work worst

▶ P3.06a /ɜ:/	▶ P3.06b /ɔ:/
	bought

B ▶ P3.07 Listen and check. Then practise saying the words.

2A ▶ P3.08 Listen and tick (✓) the pairs of words that have the same vowel sound.

- | | | |
|---------------------------------------|--|--|
| 1 more work ☐ | 3 learn words ☐ | 5 first turn ☐ |
| 2 small talk ☐ | 4 small world ☐ | 6 third floor ☐ |

3A ▶ P3.09 Find the /ɜ:/ and /ɔ:/ sounds in the sentences. Then listen and check.

- 1 What is this survey about?
- 2 We prefer to advertise on the radio.
- 3 We launched a new product last month.
- 4 I need your passport number.
- 5 Can we meet next Thursday?

/ɜ:/ (ər) ER EAR IR OR UR

1. her - early - circle - work - turn
2. serve - earth - dirt - worry - curly
3. verb - earn - first - worse - burn
4. were - heard - girl - worm - Thursday
5. nerd - learn - birthday - world - hurt

1. What were the first words that she learned?
2. I will learn the German verbs by Thursday. (до четверга)
3. It's too early to serve dessert. (подати десерт)
4. The third version is worse than the first. (worse - гірше)
5. It's not worth worrying about another birthday. (не варто турбуватися про ...)
6. I heard some curse words at work. (curse words - лайливі слова)
7. They weren't certain that the Earth circles the sun. (Вони не були впевнені, що Земля обертається навколо Сонця)

ɔ:

1. pause in the hall - пауза в коридорі
2. awful thought - жахлива думка
3. water the lawn - поливати галявину
4. talk until dawn - говорити до світанку
5. autumn in Austria - осінь в Австрії
6. walk the dog - вигулювати собаку
7. small talk - невелика розмова
8. already exhausted - вже вичерпаний
9. tall wall - висока стіна
10. caught the ball - зловив м'яч

1. The audience applauded even though the talk was awful.
though - незважаючи на те/хоча
awful - жахливий

2. His small daughter thought that Santa Claus would come in August.

3. I saw your mother-in-law in the mall.
mother-in-law - теща
(shopping) mall - торговельний центр

4. He bought an automobile at the auction last fall.
auction - аукцион
fall - осінь

5. This sauce is awesome, Paula!
sauce - соус
awesome - дивовижний