One size fits all

1 **Discuss the questions.**

1 What do you understand by the expression 'one size fits all'? To what extent is that true in global markets? Think about some of the items in the box.

cars	clothes	coffee	fast food	ice cream	soft drinks

2 Will everyone in the world want the same food, clothes and other products in the future? Why / Why not?

2 **How do you think Volvo cars and Starbucks coffee adapted their products for the Chinese market?**





3 4.1.1 **Watch the video and check your predictions.**

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4 **Watch the video again and choose the correct option in italics.**

1 China has the world's largest *rich elite / middle class*.
2 Customising products for the mass market *is / is not* an important consideration.
3 There is no front passenger seat in *Volvo's / Jaguar's* luxury car for China.
4 Volvo's and Jaguar's new cars are for people *with a chauffeur / who like big vehicles*.
5 Global brands have made *slight / major* changes to products for China's middle class.
6 Starbucks didn't include its *name / logo* in the first shop it opened in China.
7 The company introduced some special *coffees / teas* for Chinese consumers.
8 Starbucks *doesn't think / thinks* the demand for coffee will grow in China.

5 **Work in pairs and discuss the questions.**

1 Why did Volvo and Starbucks make changes for the Chinese market?
2 What special features would you most like to have in a car?
3 How could Starbucks grow their coffee market in China?
4 How could a Chinese tea brand grow their global market?

Global markets: adjective and noun collocations; word building

6A **Check you know the meaning of the words in the two boxes.**

consumer	local	luxury	marketing	target	product

brands	customisation	goods	preferences	strategy	territories

B **Choose a word from each box above to complete the phrases from the video.**

Multinationals need to analyse their [1]_____, adjust their [2]_____ and adapt their products to meet [3]_____.

Therefore, [4]_____ is an important consideration for selling into China. This can affect both high-end [5]_____ as well as mass-market [6]_____.

7 **Complete the table with words from the video.**

Verb	Noun	Adjective
[1]_____	adaptation/adaptability	adaptable
[2]_____	appeal	appealing
consume	consumer/[3]_____	consumable
customise	[4]_____	[5]_____/customisable
[6]_____	[7]_____	grown
prefer	[8]_____	preferable
produce	[9]_____/production	productive
[10]_____	specialist/specialisation	special
standardise	[11]_____/standardisation	standard
target	[12]_____	

8A **Complete the text with the correct form of the words in brackets.**

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IKEA stores in China invite customers to try out furniture

IKEA opened its first store in Shanghai 20 years ago. In Chinese cities families typically live in small apartments, so the furniture retailer [1]_____ (custom) its products based on local needs and [2]_____ (prefer). When it opened, IKEA's low-price strategy was confusing for many Chinese [3]_____ (consume) because Western products are seen as aspirational in Asian markets. So the company [4]_____ (target) young middle-class professionals, customers with a relatively higher income who were more aware of Western styles. IKEA also [5]_____ (adapt) its marketing strategy, using Chinese social media and micro-blogging website Weibo to help make the brand [6]_____ (appeal) to the urban youth. Today, the company continues to reduce prices thanks to mass [7]_____ (produce) in its local factories and its market is [8]_____ (grow) fast in China.

B **Work in pairs. Say what surprised you most about IKEA's customisation for China.**

Global markets: Adjective and noun collocations

1 **Complete the collocations. The first letters are given.**

1 Our new Marketing Director changed our m__ k_____ g st_____y to include more use of social media.

2 Most car companies allow you to choose from many options when buying a new car and this pr____t c__st____sa____n is very popular with customers.

3 We have to alter our products to suit our tar__t t_____ies because there are different things to consider for each market.

4 The world's largest co____er br__ds are often associated with global sports events, such as the Olympic Games.

5 Food companies such as PepsiCo have to think about l___l pr__f____ces when deciding which flavours to promote in a particular region.

6 Many brands of lu___y g__ds have outlets at large international airports targeting the wealthy traveller.

2 **Choose the correct option in italics.**

1 The Mini is definitely my favourite car ever! I *prefer / preferable* it to all the others on the market.

2 The Mini is *produced / product* in the UK and the Netherlands.

3 So many other cars are *standard / standardise* these days but my Mini is unique.

4 When I was ordering it, I could choose all my *preferable / preferences* online.

5 In fact, there are so many options for the *customisation / customisable* of a Mini that they say there are 10 million different combinations!

6 It's really *adaptation / adaptable*, too, so I can use it to go to work, pick up the children or go on holiday.

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3 Complete the text using the correct form of the words in the box.

appeal	consume	customise	grow	produce	specialise	target

A unique car – for everyone

One of the most [1]_____ cars in the world, the Mini, is loved by [2]_____ everywhere. The main [3]_____ plant is in Oxford, UK where around 170,000 cars are made. Since 2001, over 3,000,000 have left the factory and most of them are [4]_____ for the person buying it. The Oxford plant [5]_____ in robotics with over 1,000 robots working on the production line. The [6]_____ in sales means that the parent company, BMW, is now making the car in the Netherlands as well, and they are using innovative advertising to [7]_____ even more potential new customers.

PROJECT: Adapt to a new market

9A **Work in pairs or small groups. As members of a company's marketing team, you want to introduce a store or product to a new international market.**

- Make notes to describe a store or product from your country. Use one of these ideas or your own.

a national or local fast-food chain	a regional drink or dish	a clothes store

- Decide where you want to place this new store or product. Choose a country you know about, or use an imaginary country. Create a profile for the country, including information about what customers want.

B **In your groups, discuss the following points.**

- Do you think the standard store or product would do well in the new market? Why / Why not?
- Would you recommend customisation for your new market? If so, what would you customise?
- What would make a good promotion and marketing strategy? (e.g. TV adverts with a local celebrity)

C **Present the product or store and your recommendations to the class. Then listen to the other groups and, as a class, decide which would be the a) easiest and b) hardest to adapt for a different market.**

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