Describing Purpose: Infinitive Clauses

Why Is Samsung So Successful?

Samsung is one of the world's best-known technology companies. Samsung Electronics was founded in 1969, and the company has grown from a manufacturer of televisions and home appliances into a global technology company.

One reason for Samsung's success is its focus on innovation. **In order to create new technologies and products, Samsung has invested in in research and development.** It also studies customers' needs **to develop products** that are useful and attractive.

Samsung offers many different products, including smartphones, televisions, home appliances, and semiconductors. **To reach customers with different needs, the company has provided a wide range of products.** Samsung also continues to develop new technologies to remain competitive in a rapidly changing market.

For a technology company to be successful, it needs to understand its customers and adapt to changes. Samsung continues to invest in areas such as artificial intelligence and advanced technologies in order to prepare for the future.

GRAMMAR: DESCRIBING PURPOSE

We use purpose clauses to explain why someone does something or why something is done. They answer: Why? / What is the purpose?

1. TO + INFINITIVE

Use to + base verb to explain the purpose of an action.

Structure: Subject + verb + to + infinitive

Examples:

- Samsung invests in technology to create new products.
- Companies advertise online to attract new customers.

2. IN ORDER TO + INFINITIVE

We can use in order to + verb to express purpose. It has the same basic meaning as to, but it can sound more formal or emphasize the purpose.

Examples:

- Samsung invests in research in order to develop new technologies.
- The company changed its design in order to attract younger customers.

3. FOR + NOUN + TO + INFINITIVE

We can use for + person/thing + to + verb. This structure explains the purpose or necessary condition for someone or something to do something.

Examples:

- For a company to be successful, it needs good leadership.
- For a product to succeed, it has to be useful.

LIVEWORKSHEETS

Exercise 1 – Choose the Correct Option

1. Samsung invests in research _____ new technologies.
a) for creating b) to create c) for create

2. The company develops new products _____ attract more customers.
a) to b) for c) for to

3. _____ a company to be successful, it needs to understand its customers.
a) To b) For c) For a

4. Samsung uses new technology _____ improve the customer experience.
a) for b) to c) for to

Exercise 2 – Complete the Sentences

Complete each sentence with to or in order to.

1. Samsung develops new products _____ satisfy its customers.

2. Companies need good marketing _____ attract new customers.

3. I study English _____ communicate with people from different countries.

4. The company changed its strategy _____ become more competitive.

Exercise 3 – Complete with FOR + TO

Complete the sentences using the words in parentheses.

1. _____ (a product / succeed), it needs to be useful.

2. _____ (customers / trust) a company, the company must be honest.

3. _____ (an app / be) successful, it needs to be easy to use.

4. _____ (Samsung / remain) competitive, it needs to continue innovating.

Exercise 4 – Rewrite the Sentences

Example: A company needs innovation to be successful. (for + noun + to) → For a company to be successful, it needs innovation.

1. A product needs to be useful to become successful. (for + noun + to) →
_____

2. Samsung invests in technology to remain competitive. (in order to) →
_____

3. Customers need good information to make good decisions. (in order to) →
_____

4. An app needs to be easy to use to attract more users. (for + noun + to) →
_____

LIVEWORKSHEETS