

Business English
Useful Expression
BI N15



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Your teacher can send you the complete material.

Please ask them to send the complete version of this material before the lesson.

Johnson : So do I. Are you hungry.?

Hiro : Yes, a little.

Johnson : Let`s have dinner.

We can talk about marketing plans.

Hiro : That`s a good idea.

Johnson : What do you feel like?

Hiro : I feel fine.

Johnson : No, I mean what do you feel like eating.

Hiro : I see. What do I want to eat?

Johnson : That`s right.

1. Vocabulary

1. annual-(adj) - Once a year.
2. corporate-(adj) - Belonging to a corporation.
3. differentiate-(v) - To show or see the difference between things.
4. expect-(v) - To think something will probably happen.
5. frequency-(n) - The measure of how often something happens.
6. intentions-(n) - Plan; what someone plans to do.
7. involve-(v) - To make someone or something a part of something else.
8. material-(n) - What something is made of.*
9. necessary-(adj) - Needed.
10. position-(n) - Place, status or rank.
11. precise-(adj) - Exact.
12. service-(n) - Work done for the benefit of another.
13. success-(n) - A good ending.*
14. successful-(adj) - Accomplished at what one set out to do.*
15. intend-(v) - Plan to.
16. achieve-(v) - Succeed in reaching a goal.
17. attain-(v) - Reach a goal.
18. capable-(adj) - Having the ability to do something.
19. link-(v) - Connect.

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It can cover one year (annually) or up to 5 years.

The **marketing planning process** In most organizations, "strategic planning" is an annual process, typically covering just the year ahead.

Corporate mission

This 'corporate mission' can be thought of as a definition of what the organization is; of what it does: 'Our business is ...'.

Corporate vision

The most important factor in successful marketing is the 'corporate vision'. If the organization in general, has a strong vision of where its future lies, then there is a good chance that the organization will achieve a strong position in its markets (and attain that future). This strategy should be consistent and will be supported by its staff at all levels.

Marketing audit

This is the first formal step. This should only involve bringing together the source material which has already been collected throughout the year.

Factors related to the customer, which should be included in the material collected for the audit, may be:

- * Who are the customers?
- * What are their key characteristics?
- * What differentiates them from other members of the population?
- * What are their needs and wants?
- * What do they expect the `product' to do?
- * What are their special requirements and perceptions?
- * What do they think of the organization and its products or services?
- * What are their attitudes?
- * What are their buying intentions?

The **marketing objectives** state just where the company intends to be; at some specific time in the future.

Elements of a SMART objective

Specific

Is there a description of a precise or specific behavior / outcome which is linked to a rate, number, percentage or frequency?

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Time-bound

No date = No good.

Identify 3 important supporting details that contribute to the main idea of the passage.	
Identify 2 details that are not very important to the main idea of the passage.	
Write 1 brief paragraph summarizing the main idea of the passage. Use the important details to support your discussion of the main idea.	

3. Comprehension Questions

1. Define: Marketing Plan.
2. What are the processes of marketing planning?
3. What does SMART stand for?
4. Define:
(A) Corporate Vision
(B) Corporate Mission
(C) Marketing Audit
(D) Corporate Objective

4. Vocabulary Exercise

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13. He built the bridge by the quickest _____ possible.
14. Robert Louis Stevenson's most _____ story was The Strange Case of Dr Jekyll and Mr. Hyde.
15. We _____ the plane to land in one hour.
16. They _____ of arguments increased until finally they divorced.
17. Christmas is an _____ holiday.
18. This isn't my car, it's a _____ car.
19. It can be hard to _____ real money from counterfeit.
20. Please don't _____ me in your argument.
21. The measurements must be _____ in order for the experiment to work.
22. She helps clean the park as a _____ to her community.
23. Everyone had a good time- the party was a _____!
24. The _____ of her dress scratched her skin.
25. It is _____ to have a drivers license to rent a car.
26. The store has a good _____ on the corner of two busy streets.