

GET THINKING

BUSINESS AND COMMERCE

CONTENTS

BUSINESS AND COMMERCE

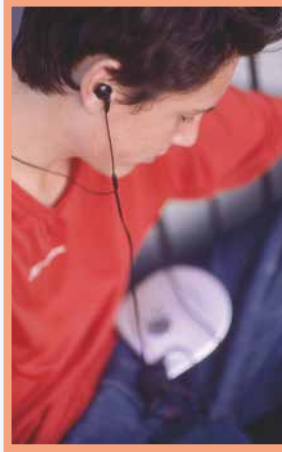
1 BUSINESS STRUCTURES	Big ideas, bad investments...?	p. 2
	Vocabulary 1 – Business structures	p. 4
	Vocabulary 2 – Business sectors	p. 5
2 DOING BUSINESS	Business Jargon	p. 6
	Vocabulary 1 – Marketing	p. 8
	Vocabulary 2 – Working practices	p. 9
3 SALES AND SUPPORT	How can we help?	p. 10
	Vocabulary 1 – Sales and distribution	p. 12
	Vocabulary 2 – Customer service	p. 13
KEY		pp. 14-15

BUSINESS STRUCTURES

Big ideas, bad investments...?

'School girl becomes internet millionaire!!!'

These days we often see headlines like this but how do these teenagers get rich so quickly? When you read the story, you'll probably discover that this teenager had an idea for a new product, service, or app, persuaded someone to lend her some money and set up a company. A lot of successful companies start out like this.



A start-up is a new company. A single **entrepreneur** has an idea for a new product or service, such as a business that finds empty shops for **temporary 'pop-ups'**. They make a **business plan** and try to interest investors. Lots of start-ups use **crowd-funding** as a way to raise money. Mobile technology allows entrepreneurs to do all the marketing, advertising, sales and administration but they sometimes need to contact experts for other things, such as research and development, design, production and legal questions. It all sounds so easy, but over 90% of start-ups fail within 3 years. The reason so many start-ups fail is because of mistakes in the business plan and lack of money.



- A luxury bus service closed after a few months' operation because the tickets were too expensive. It offered coffee, snacks, Wi-Fi and comfortable seats on its short journeys, but workers preferred to pay less to use the ordinary bus service.
- A low-cost house-cleaning service with easy online booking was popular with users but it closed because of financial problems – it didn't have enough money for expansion.
- A number of music-streaming and music-sharing sites have closed because of legal problems with music copyright.

Success is never easy and even the most successful entrepreneurs have to work really hard. Some of the most successful start-ups had to do some crazy things in the early days:

- The founders of a famous travel and accommodation site had to sell breakfast cereals to raise money for their start-up. This is now one of the top websites for holiday accommodation.
- An online finance service encouraged people to create an account by giving new users money - \$10 each! Strangely, this was an excellent plan because they now have millions of users all over the world.
- When the **founder** of a job opportunities website started messaging all her email contacts she was identified as a spammer and the email company closed down her account – but this didn't stop her web-site becoming successful.
- An online advertising company created hundreds of **fake** accounts on its site. The company's founders opened accounts in different names to give the impression that the site had lots of visitors. The founders are now the **chairman** and **managing director** of this very successful company!
- An internet retail company bought an old school bus and travelled around the country advertising their site and its products. This just shows that traditional advertising still works in the internet age!



Glossary

- entrepreneur – *imprenditore*
- temporary pop-ups – *imprese temporanee*
- business plan – *piano gestionale d'impresa*
- crowd-funding – *finanziamento collettivo*
- founder – *fondatore*
- fake – *finto*
- chairman – *presidente del consiglio d'amministrazione*
- managing director – *amministratore delegato*

READING COMPREHENSION

1 Read the article and tick the company types mentioned in the article.

- 1 retail
- 2 finance
- 3 construction
- 4 food and drink
- 5 media
- 6 education

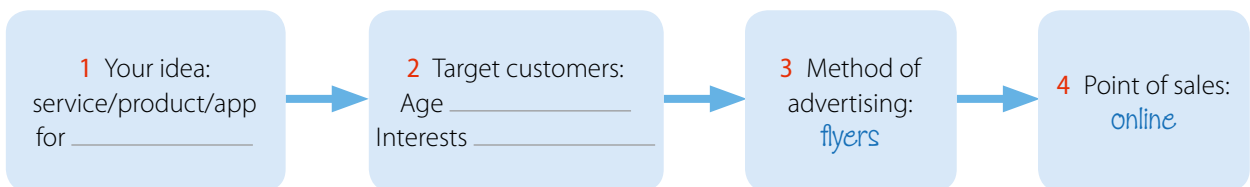
2 Read the article again and decide if the sentences are true (T) or false (F). Correct the false sentences.

	T	F
1 It's impossible for young people to become business millionaires.	<input type="checkbox"/>	<input type="checkbox"/>
2 Start-ups are new companies.	<input type="checkbox"/>	<input type="checkbox"/>
3 Digital technology helps entrepreneurs set up and run their start-ups.	<input type="checkbox"/>	<input type="checkbox"/>
4 Most start-ups are very successful.	<input type="checkbox"/>	<input type="checkbox"/>
5 The luxury bus service wasn't successful because the seats were uncomfortable.	<input type="checkbox"/>	<input type="checkbox"/>
6 The music sites failed because they had money problems.	<input type="checkbox"/>	<input type="checkbox"/>
7 A food company offered free travel and accommodation to attract new customers when it started.	<input type="checkbox"/>	<input type="checkbox"/>
8 An online media company created the impression that it was very popular.	<input type="checkbox"/>	<input type="checkbox"/>

3 Read the article and match the words to the definitions.

- | | |
|-----------------|--|
| 1 Start-up | A someone who starts their own business |
| 2 Pop-up | B a document with details about a proposed business |
| 3 Business plan | C a new business |
| 4 Entrepreneur | D a lot of people invest a small amount of money in a project. |
| 5 Crowd-fund | E a shop or business that opens for a short time. |

4 Complete the diagram with your own ideas.

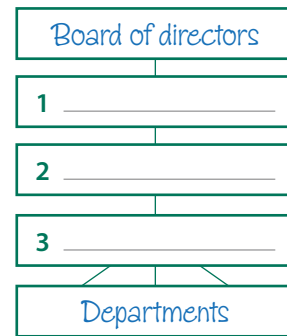


5 Use the information in the diagram to give a brief presentation of your business plan.

VOCABULARY 1 – Business structures

1 Read the information and complete the diagram.

- A The **Managing Director** is the second in command of the company.
- B A **Manager** is in charge of a department in the company
- C The **Chairman** is the head of a company.
- D **The Board of Directors** is a group of people who control the company.



2 Complete the definitions with the name of a department.

finance • marketing • human resources • sales • legal • administration • production • IT • design • research and development

- 1 The **Finance** department looks after the company accounts and money.
- 2 People work on new products in the _____ department.
- 3 Staff recruitment and training is done by the _____ department.
- 4 The _____ department manufactures products.
- 5 The _____ department deals with matters about the law.
- 6 The people who work on the style and the function of a product work in the _____ department
- 7 The _____ department deals with the organisation and running of the company.
- 8 The workers in the _____ department look after the computer systems
- 9 The people who work in the _____ department take orders and sell the products.
- 10 The _____ department is concerned with advertising and promoting the product.

3 Match the verbs to the phrases.

- | | | |
|-----------|---|----------------------|
| 1 Set up | → | A a delivery service |
| 2 Develop | → | B a new business |
| 3 Employ | | C a sportswear shop. |
| 4 Provide | | D school-leavers |
| 5 Run | | E new products |

4 Circle the correct word to complete each sentence.

- 1 My sister wants to start _____ a business making and selling earrings online.
 A out **B** up C down
- 2 He _____ up the company in 2014 but it closed two years later.
 A ran B invested C set
- 3 Lauren _____ a very successful retail business.
 A works B sells C runs
- 4 They are _____ a new range of really innovative games.
 A working B developing C employing
- 5 It a new business. They _____ services for families, like cleaners, babysitters etc.
 A provide B develop C set
- 6 The business is growing fast and it now _____ ten people.
 A works B provides C employs



VOCABULARY 2 – Business sectors

1 Circle the odd one out in each sector.

- | | | | |
|----------------------------|--------------------|-----------------------|--------------------|
| 1 retail | shoe shop | online bookseller | car insurance |
| 2 manufacturing | car factory | fruit farm | clothes production |
| 3 media | bakery | TV production company | online newspaper |
| 4 engineering | plane engines | soft toys | machine components |
| 5 construction | house building | beauty salon | road building |
| 6 tourism | healthcare | hotel | tour operator |
| 7 finance | bank | accountant | theme park |
| 8 transport | airport | sports centre | bus company |
| 9 IT | travel agency | software company | web design company |
| 10 food and drink | advertising agency | café | supermarket |
| 11 pharmaceutical | clinical research | fashion design | medical production |
| 12 charity | charity shop | fundraiser | bank |
| 13 local government | hotel | children's services | traffic systems |
| 14 education | head teacher | airport | nursery school |

2 Complete the gaps with a word from the box.

made • raise • ~~lend~~ • borrowed • crowd-funding • invest

Josh had a brilliant idea for a start-up but he didn't have any money. His bank agreed to ¹lend him 50% of the money but it wasn't enough. He decided to ²_____ more money with a ³_____ page online. Lots of people were very generous but he still didn't have enough. He ⁴_____ some money from his grandparents when they offered him an interest-free loan. The start-up ⁵_____ a big profit in the first year and he found a business partner with money to ⁶_____ in it. Josh was now an entrepreneur!



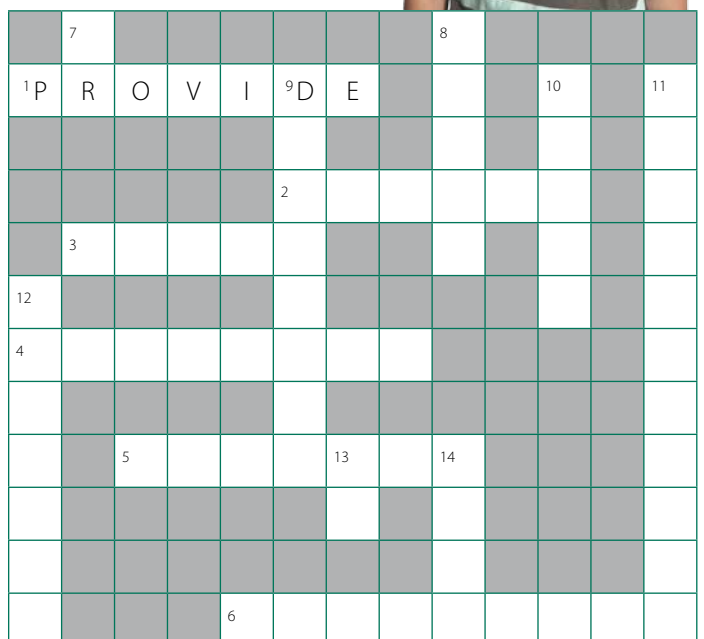
3 Read the clues and complete the crossword.

ACROSS

- They **PROVIDE** an office cleaning a service.
- The R _____ sector includes shops and markets.
- Young entrepreneurs need to R _____ money to start a company.
- A millionaire I _____ put a lot of money into the new company.
- The T _____ sector includes holiday companies and hotels.
- The M _____ department deals with advertising and promotion.

DOWN

- The abbreviation of Human Resources.
- The L _____ department deals with the law.
- A D _____ is a member of the board of a company.
- The S _____ department deals with selling products.
- The E _____ sector includes the design and production of machines.
- The F _____ department deals with money and accounts.
- The abbreviation of Information Technology.
- The start-up didn't M _____ a profit and failed after one year.



DOING BUSINESS

Business Jargon

Close your eyes and imagine it's the first day of your work placement in an **advertising agency**. You are sitting at your desk in an **open plan** office and you feel excited and confident, but then, you start to hear the conversations around you and suddenly start to panic.....

'You need to *'upskill.'* up what?

'This is a great opportunity for us, so we need some *'blue sky thinking.'* Blue sky...what does that mean?

'Our people need *'to link in* with your people

'at this juncture.'which juncture? Where?!

What does it all mean? It sounds like another foreign language! But don't worry, you don't understand because you don't know the office jargon yet! By the time you finish your work placement, you'll be using it too!

Business people across the world use their own special language: business jargon. All **employees** in a sector have their own jargon for talking about their work and if you don't work in that sector, you might not understand it. Technical words are part of the jargon and the rest is made up of new expressions and phrases. Lots of business jargon phrases come from sport: *'touch base'*, *'move the goal posts'* and the military: recruitment, campaign, magic bullet, for example.

Jargon creates a sense of belonging among a group of people – it's almost like a secret language. It makes the group very exclusive and keeps other people at a distance: If you don't understand, you can't be in our group. To a non-business person, it sounds impressive and creates an air of mystery.

Jargon can be used to avoid giving a direct answer to a simple question. It makes everything sound positive. For example: *The retail outlet has amplified its business model so it's more customer-centric. It's now giving a positive value proposition to its customers.* In simple English this would be: *The shop has improved and customers like its lower prices.*

New words and phrases are appearing all the time in jargon and sometimes even business people can't agree on the precise meaning. What is 'market advantage'? Does it mean having a bigger share of the market? Higher sales? Better prices? Or markets in many different countries?

Even traditional businesses like to use jargon because it gives the company a cool image.

Jargon is nothing new, but business jargon is always changing, and according to some people, it's getting more and more ridiculous. Sometimes customers and even other staff members can't follow the conversation!

Try the Business Jargon Quiz!

Read the sentences and choose the correct meaning.

- 1 'I'm having lunch at desko today as I've got to finish this **survey**.'
 - a I'm writing questions for a survey about restaurants.
 - b I'm not having lunch today.
 - c I'll buy a sandwich and eat it while I'm working.
- 2 'I'd like to give you a **heads up** about the product **launch** meeting.'
 - a Here's some information in advance.
 - b You have to stand up at the meeting.
 - c I want you to give a presentation at the meeting.
- 3 'Can you **ballpark** the final cost of the advertising **campaign**?'
 - a Can you tell me how much tickets for the match cost?
 - b Can you give me an estimate of the total cost?
 - c Can you advertise during matches at the stadium?
- 4 Going forward, we'll be seeing more **hot-desking**.'
 - a In the future, employees will use a desk when they need it.
 - b The office temperature will be higher in the future.
 - c We're going to change the positions of the desks in the future.



Glossary

advertising agency – *agenzia pubblicitaria*
 open-plan – *aperto (senza muri interni)*
 employees – *dipendenti*
 survey – *sondaggio*
 launch – *lancio*
 campaign – *campagna*
 hot-desking – *scrivania in condivisione*

READING COMPREHENSION

1 Read the text and do the quiz, then decide if the questions are (T) true or (F) false.

- 1 All workplaces have their own jargon.
- 2 Visitors to a workplace often don't understand the jargon.
- 3 Jargon didn't exist in the past.

T	F
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

2 Read the text again and answer the questions.

1 What is business jargon?

2 What are the origins of many business jargon phrases?

3 Why does jargon make people feel like outsiders?

4 Why do people often answer difficult questions using jargon?

5 What problem is there with some new words and phrases in jargon?

6 Why do some traditional businesses like using jargon?

3 Match the underlined examples of jargon in paragraphs 1 and 2 with the meanings:

Paragraph 1

- A original creative ideas _____
- B to connect with _____
- C now _____
- D to train, improve your skills _____

Paragraph 2

- E the perfect solution _____
- F change the conditions when work has already started _____
- G meet someone _____

4 PAIRWORK Use the business jargon words in the text to make up some new sentences.

- 1 Write 2 sentences that contain some jargon words/expressions from the text.
 - Swap your sentences with another pair.
 - Re-write the sentences in simple English.
 - Which pair can make the longest sentence using jargon?
- 2 Do you know any business jargon in Italian? Make a list and compare with your partner.

VOCABULARY 1 – Marketing

1 Match the words 1-4 to the definitions A-D.

- | | |
|-------------|--|
| 1 flyer | A a small book with only a few pages used for advertising. |
| 2 pamphlet | B an email advertising a service or product. |
| 3 mail-shot | C a letter advertising a product or service sent to a lot of people. |
| 4 mail-out | D a small piece of paper advertising an event or product, usually distributed in the street. |

2 Divide the types of advertising into two groups.

poster • TV advert • internet ads • flyers • mail-shots • pamphlets • mail-out • magazine inserts • post cards • social media promotions

paper	digital
poster	



3 Choose the correct word.

- We have done a lot of market research for our new product.
 A research B survey C launch
- The company did an online _____ to find out about customer preferences.
 A target B survey C database
- They _____ the new product with a big advertising campaign.
 A surveyed B researched C launched
- The graphic designer _____ a new logo.
 A did B created C advertised
- The IT department _____ the data from the survey.
 A targeted B analysed C created
- The new product was _____ on TV and on social media.
 A advertised B designed C analysed



4 Match the verbs to the pairs of nouns.

target • design • advertise • do • launch • analyse

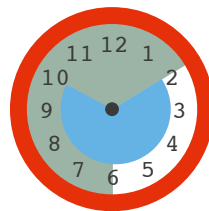
- do market research
- _____ an online survey
- _____ on social media
- _____ in magazines
- _____ a new perfume
- _____ a new booking service
- _____ young families
- _____ students
- _____ a logo
- _____ packaging
- _____ sales trends
- _____ survey results



VOCABULARY 2 – Working practices

1 Complete the labels on the diagrams.

part • flexi • over • shift • full



1 full-time 2 _____-time 3 _____-time 4 _____-time 5 _____-work

2 Read the job descriptions and answer the questions with a name.

Amina works full-time in the marketing department of a multinational company. She's ambitious and hopes to have a successful career in the company.

Theo has a holiday job in a hotel. He has a two-month contract until September when he returns to university.

Polly is a graphic artist. Her studio is at home and she works for lots of different companies.

Louis started as a student on a work placement. Then the agency gave him a full-time contract for an unlimited time.

- Who has a permanent job? 1 **Louis**
- Who is an employee of a company? 2 _____
- Who has a temporary job? 3 _____
- Who works freelance? 4 _____

3 Complete the puzzle and discover the mystery word.

				¹ O						
		² E								
³ H										
	⁴ B									
	⁵ C									
⁶ F										
			⁷ T							
	⁸ L									

- 1 When you work for extra time at the end of the day.
- 2 Someone who has a contract to work for a company.
- 3 A work station that can be used by any worker.
- 4 A type of product made by a particular company.
- 5 An advertising _____.
- 6 A person who is not an employee but works for a number of companies.
- 7 Type of people a product is aimed at.
- 8 Release a new product onto the market.



SALES AND SUPPORT

How can we help?

Have you ever considered a career in customer service? It is an important job because it's often the customers' first direct contact with a **retailer** or distributor. Good **after-sales** service means a customer will be loyal to your **brand**. A dissatisfied customer won't ever buy from you again and they'll tell their friends about their bad experience. It's an interesting job and ideal if you enjoy talking to all kinds of people. To do this job, you need to be very patient and attentive to what people are saying. You also need good communication skills on the phone, text and social media. You must always be polite and positive - even if the customer is very difficult! You need to have an excellent knowledge of the company's products and know which departments to contact for expert advice. Working in customer service is never boring. How would you deal with these customers?

- 1** A woman complained about the size of the parcel for her new smart phone. The **goods** were **delivered** in a box measuring 40 x 30 x 30cm.

- 2** A supermarket customer texted to say that the birthday cake didn't have any decoration on it - it was just a plain cake. She sent another text a few minutes later to say that she opened the box upside down. When she turned it the right way round she could see the decoration - but most of it was stuck to the box!



- 3** A customer phoned a shop to complain about salty cheese. Customer service staff told him to **return** the cheese to the shop and they would **exchange** it. He explained he couldn't because he had eaten it. A similar thing happened with some wine. The customer contacted the **supplier** to say the wine wasn't 'excellent', as advertised. The supplier offered a refund if he returned the wine but the customer said it was too late - all six bottles were finished!

- 4** A man was desperately trying to get a refund on his smart phone, which didn't work after going in the washing machine. He insisted that he should get a refund because the phone was in his jeans pocket and the label on the jeans said 'wash at 40°C'.



- 5** A customer sent a food company some ideas for their egg packaging because he didn't like 'Have an 'eggs-tra' special Easter on the packet. He suggested **replacing** 'eggs-tra' with 'eggs-cellent'. He said his idea was much better and asked for a **discount** on their eggs as payment!

- 6** Members of a gym in Manchester complained to the management about a new member. They said this man was 'too fit' and they felt jealous when they saw his athletic body! They suggested the gym ask the new member to leave.



Glossary

retailer - *rivenditore*
 after-sales - *post-vendita*
 brand - *marchio*
 goods - *merci*
 delivered - *consegnate*
 return - *restituire*
 exchange - *scambiare*
 supplier - *fornitore*
 replace - *sostituire*
 discount - *sconto*

READING COMPREHENSION

1 Read the article and match the complaints 1-6 to the categories in the table.

Customer suggestions	
Refund requests	
Dispatch and delivery	1
Unsatisfactory product or service	

2 Read the article again and correct the information in the sentences.

- 1 Customer service staff don't have any direct contact with customers.

- 2 Satisfied customers always tell their friends about their experience.

- 3 It doesn't matter if customer service staff don't know about the products.

- 4 In complaint 2, the customer didn't like the decoration on the cake.

- 5 In complaint 3, the retailer and the supplier exchanged the customers' goods.

- 6 In complaint 4, the man said the washing instructions on his jeans were wrong.

- 7 In complaint 5, the customer thought he could buy nicer eggs from another shop.

- 8 In complaint 6, the athletic man complained that the other gym members were lazy.

3 Find words in the article to match the definitions.

- 1 the ability to listen to and speak to other people effectively

- 2 giving constant support to something/someone

- 3 a small ticket on clothes with information about washing instructions, size etc

- 4 the paper or container a product is in

- 5 goods with the name of the shop that sell them.

4 **PAIRWORK** Choose one of the situations and role play the conversation.

- 1 Choose one of the customer complaints from the text on page 10.
- 2 Discuss the situation and decide what happens.
- 3 Student A is the customer; Student B works in customer services. Act out the conversation.
- 4 Choose another customer complaint and swap roles.

VOCABULARY 1 – Sales and distribution

1 Put the sentences in the correct order.

- A He received an email of confirmation and a **delivery date**.
- B The first laptop he chose was **out of stock**.
- C The laptop was despatched from the **warehouse** the next day.
- D He paid for it by **credit card**.
- E A **courier service** delivered the laptop two days later.
- F Henry decided to buy a laptop from an online **retailer**.
- G Henry used a **tracking** app to find out where the parcel was.
- H He ordered a similar laptop that was **in stock**.



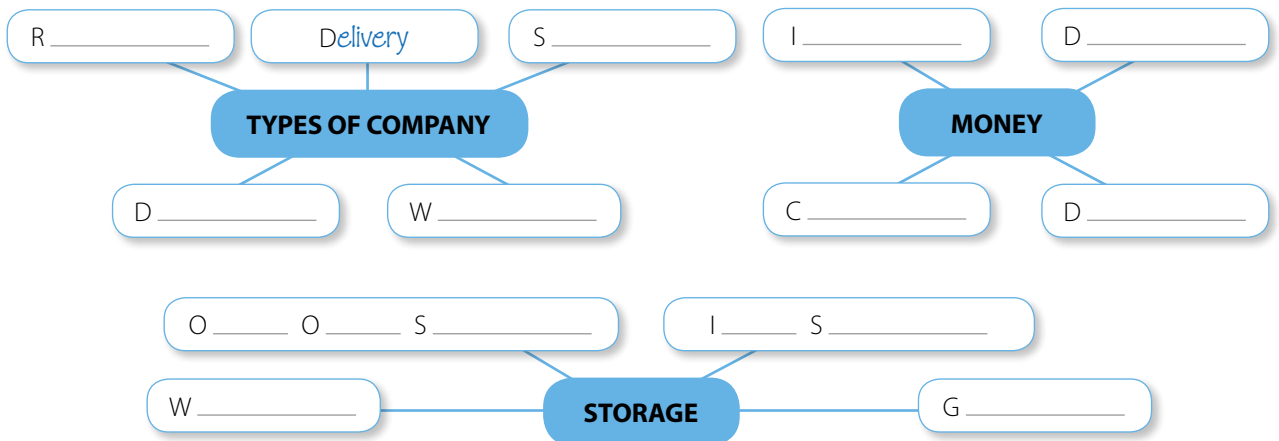
2 Match the words in bold in exercise 1 to the definitions.

- 1 Following the progress of a delivery
- 2 The day a parcel will arrive.
- 3 A method of electronic payment
- 4 A private post service
- 5 The retailer hasn't got this product because they sold them all
- 6 A large building where you keep goods before you sell them
- 7 The retailer has got this product ready to sell.
- 8 A shop or online store, for example.

tracking

3 Complete the mind maps with the words from the box.

warehouse • discount • commission • supplier • retailer • deposit • wholesaler • out of stock • goods •
 delivery • instalments • in stock • distributor



4 Circle the correct verb.

- 1 Our farm supplies / delivers the shop with milk and cheese.
- 2 The company tracks / distributes fashion goods worldwide.
- 3 The courier delivered / cancelled the parcel to me this morning.
- 4 Customers can supply / order online and collect the goods from their nearest store.
- 5 Click on the link to deliver / track your parcel in real time.
- 6 If you choose 'express', your order will be stored / despatched immediately.

VOCABULARY 2 – Customer service

1 Sort the words from the box into the table.

faulty • help line • refund • after-sales service • exchange • return • damaged • customer support • cancel • guarantee • broken • replace

customer services	complaints	solutions
	faulty	

2 Match the verbs and nouns.

- | | | |
|---------------|---|----------------------------------|
| 1 To return | → | A a broken gadget for a new one. |
| 2 To refund | → | B a damaged DVD |
| 3 To replace | | C a faulty satnav |
| 4 To cancel | | D an order |
| 5 To exchange | | E the price of the jacket |

3 Circle the correct alternative.

- Satisfied** customers never complain.
 A satisfactory B dissatisfied **C satisfied**
- I _____ a complaint about the service in the shop.
 A did B made C said
- The shop gave me a full _____ for the shoes.
 A refund B return C discount
- The coffee machine broke after only a month, but luckily it had a year's _____.
 A discount B guarantee C exchange.
- You can _____ goods within ten days if you have the receipt.
 A buy B refund C return

4 Find 15 words about sales and support in the word search puzzle.

F	D	I	S	C	O	U	N	T	E	T	D
A	N	S	S	U	P	P	L	I	E	R	E
U	W	A	T	S	E	R	V	I	C	E	S
L	R	L	O	T	R	A	C	K	O	T	P
T	E	E	C	O	R	D	E	R	G	U	A
Y	T	S	K	M	E	L	A	T	O	R	T
C	A	N	C	E	L	C	A	B	O	N	C
A	I	U	L	R	E	F	U	N	D	R	H
M	L	D	A	M	A	G	E	D	S	V	O



Thanks and acknowledgements

The authors and publishers acknowledge the following sources of copyright material and are grateful for the permissions granted. While every effort has been made, it has not always been possible to identify the sources of all the material used, or to trace all copyright holders. If any omissions are brought to our notice, we will be happy to include the appropriate acknowledgements on reprinting and in the next update to the digital edition, as applicable.

The publishers are grateful to the following for permission to reproduce copyright photographs and material:

T = Top, B = Below, L = Left, R = Right, C = Centre

p. 2: (T) Leanne Temme/Photolibary/Getty Images, (BL) Juanan Barros Moreno/Shutterstock, (BR) kurhan/Shutterstock; p. 4: Peter Bernik/Shutterstock; p. 5: eurobanks/Shutterstock; p. 6: ©Tetra Images/Alamy; p. 8: (T) DeshaCAM/Shutterstock, (C) withGod/Shutterstock, (B)Maxim Blinkov/Shutterstock; p. 9: Ableimages/Digital Vision/Getty Images; p. 10: (TL) Kruglov_Orda/Shutterstock, (TR) Sea Wave/Shutterstock, (BL) ©Peter Dazeley/The Image Bank/Getty Images, (BC) ©Oleksiy Mark/iStock/360/Getty Images, (BR) Halfpoint/Shutterstock; p. 12 scanrail/iStock/360/Getty Images; p. 14: LUMOIimages/Shutterstock