Script – Commenting on Data – 60’

Slide 1 _ small talk ____________________________ (1 mn)
Hello and good morning/afternoon
Good morning/afternoon, XXX. …
How are you today?
Etc........

Slide 2 ___________________________________ (5 mn)
Ready for our grammar activity? (click for black text)
Please find the correct auxiliaries to build correct sentences using
the given elements:

1. Had KidsKlothes anticipated their competitors by launching the
   kids accessories line earlier, they would have got better results.-
   (click for solution)
2. Should they win extra market shares before the end of next term,
   they would open a new outlet in Glasgow. -(click for solution)
3. What would have happened if they had had to make staff in
   workshop 2 redundant? -(click for solution)
4. They most probably would have been confronted with industrial
   action. -(click for solution)
5. If the HR department implements good training courses, ten
   workers from workshop 2 will be able to join the workshop 1
   team. -(click for solution)
6. If play areas were cheaper to install, KK would equip all of their
   shop right now; -(click for solution)
7. Would customers mind, if KK enforced a 5% increase on the
   Spring collection? -(click for solution)

Well done.

Slide 3 ______________________________________ (30 sec)
Ok! The coffee break is over! Let’s catch, up with KK’s three-year
Plan presentation and discuss the reorganization scheme
together. This will help you revise and practise language which will
help you comment on data and conduct the meeting to a
satisfactory conclusion.
Slide 4

Ok. Now, can you briefly remind me what KK’s positions are and which issues KK is to address within the next three years?

(all elements) So, please, comment briefly on these data, using one word/expressions from the blue box if you wish.

(for example: please make sure grammar and pronunciation are correct. If not, rephrase and ask to repeat Thank you)

Because of the greater number of competitors from far-Eastern countries and because of these competitors’ pricing policy on junior clothing, our we must find ways of maintaining our threatened positions and increasing our turnover.

But on account of the positive feedback on our future maternity and accessories lines; we can even expect to increase our market share.

Owing to/ Thanks to an outstanding customer loyalty, I am quite confident in KK’s success, if we are able to implement both our organisation and production plans without exceeding our budget limitations, etc...

That was difficult and you did well! Congratulations!

Slide 5

(all elements) Now, it is your turn to comment on KK’s budget. Please read the suggested hints first, then go ahead!

(As there are so many different things to say, we can’t list all the possible statements about the diagram, so we only filled the gaps in the sentences on screen as an example ... Just listen carefully to the student’s sentences and correct/help/rephrase/etc... whenever necessary. Thank you)

From these figures, we can see that although KK’s sales are steadily increasing, our margin is deteriorating by year 1 then rising to this year’s level again by year 2.

And if you look at Year 3, you will notice the situation is straightening up to a 20% margin.

(Referring to other parts of your talk)

(Backwards:) As I mentioned earlier, our market share is still as high as 33%, which makes us leaders. But I’d just like you to look again at Y+1 and Y2 overheads: they are increasing because of the reorganization of Workshops 1 and 2.

(Forwards:) This leads me to my next point: the promotion budget of KK’s new lines: as you can see, our provisional budget has to be kept to
its current level, which means our promotion and marketing people will have to spare KK’s money …and not their efforts!
I wish now to draw your attention to the salary issue: for the same economical reasons, the salary bill can’t be increased before Y2 and must still be under £1,500,000 next year.

Very good comments!

Slide 6
(all elements) What can you see in picture 1
The cutting workshop
Right, and what about picture 2?
It is the stitching workshop.
Right again. So… look at the plan and at the text in the boxes, then explain what the reorganization of the Production process consists in. (…..) Ready?
The cutting Workshop will be moved to building D, near the warehouse and Workshop 1, and when building E is empty, KK will let it (out) and get a £260,000 per annum rent out of it.
Ok. So, when will the money spent on building extension E and moving the machines be paid off?
It will be paid off by Year 3
Well done!

Slide 7
(6mn)
Lunch time for KK’s executives …..Checking time for us!
(click for pictures + blue and pale boxes) We are going to play roles again and report on the morning speeches to Vic who couldn’t attend the meeting.OK?
(Vic being either the male or the female listener according to student’s gender. The student does the talking, but it would be nice if you could react from time to time- simple interjections will do!-Thank you).
(click for central document) Here are your notes! Tell your friend what Sam has said , using verbs from the box
(exercise on reported speech which they are supposed to have revised with the lesson and exercises in their worksheet= make sure verb forms, pronouns, etc... are correct. Verbs may of course be different from those suggested in answers below):
Sam told us that this year, sales had dropped 12% owing to harder competition, but that KK’s image and customer loyalty were still quite strong.
He said he believed that the best solution to increase our market share was to implement a bold 2-year investment scheme which meant launching xxxxxxxxxxxxx and xxxxxxxxxxxxx
He insisted on the fact that a creative xxxxxxxxxxxxx had to be drawn up
He asserted that KK’s margin xxxxxxxxxxxxxxxx
But he maintained that this aim could be achieved and the plan a success only if xxxxxxxxxxxxxxxxxxxxxxxx were kept in line with a/his tight provisional budget
He said the next years were going to be quite challenging ones but that he was confident xxxxxxxxxxxxxxx and talent.
Brilliant!

Slide 8
(click for picture and caption) Aha! Here are our friends from marketing. Launching a maternity line implies rebranding, which is a strategic issue! So, they are going to debrief/present the result of the customer survey they have been leading and you will help KK to come to a decision.
(click for five blocks –no percentages) Here are the logos they have been testing. Which one do you prefer?
XXxxxxxxxxxxxxxxxxxxxx (Why?) because XXxxxxxxxxxxxxxxxxxx
(click for percentages)
Well, here’s the customer feedback. Which logos have been selected as the best and second best?
Logos number 2 and 3
Right. Imagine you have steered the survey. Sum up the reasons why numbers 1 and 5 rated badly:
Number 1 Too close to previous logo , outdated design xxxxxxxxxxxxx
Number 4: not clear enough /overlapping letters/ xxxxxxxxxxxxxxxx
Ok. Why did the majority of people who chose numbers 2 and 4, say, then?
They said they liked them because they both were more modern/easier to read and to remember/nice colours/xxxxxx
As a marketing expert, would you say that enhancing the letters U and K in logo number 2 should prove an asset or a drawback marketwise? Why?
An asset because “British” often means smart and even upper-classy when associated with a clothing style
A drawback if KK wants to export worldwide on a mainstream basis /without being labelled “traditional” or “snobbish” or “bourgeois” (??)
So, which of these two logos should KK select?

Ok. I will tell them!

Can you imagine a slogan to match the new logo?
(for example:
Mum and Kids Klothes, comfortable from head to toes!
Who knows? Mum and Kids Klothes!
Mum and Kids Klothes: pleasure follows!
Etc...)

How creative! Congratulations!

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Slide 9

(all elements) You're the next speaker! You have 6 minutes to present KK’s next term’s play-areas scheme

Can you please introduce yourself,

Good afternoon, I am xxxxx and I am managing the PAP project.

What is the plan of your presentation: which three points are you going to comment on?

First, I will pass on the information we gathered from our 3-months’ customer survey, then I will talk about the investments involved and finally I will show you the exciting figures our Finance people worked out re the play-area project.

Very good! Go on and give us more details about these charts!

(please make sure most of the vocabulary and structures appearing in the suggested answer are used. Help and ask to repeat if necessary. Thank you)

As I have just said, we’ve been leading a preliminary survey to know what kind of response we would get about our Play-areas. We polled 3240 customers who were asked if they considered that having play-areas within KK’s shops would increase loyalty.

As shown on piechart 1, 41% said definitely YES and 64% were thrilled by or in favour of the project. Only 17% were sure it would make no difference.

Chart number 2 gives you the detail of the related expenditures. As you can see, we’ve been able to negotiate a 20% discount on equipment from Kidisplay. The total cost per annum may seem quite high to some of you. But I would like them to look at diagram 3, which shows the extra turnover we can expect out of the project.

Thank you for your attention.

Congratulations!
The presentation is coming to an end and Sam, that is YOU, is going to deliver the concluding speech.

Here are the different steps you should follow. Please read the hints provided in the matching word boxes first.

Ready to start? OK

Again, as the student may say many different things he/she has just learnt or may remember from the previous modules, we are not giving examples. Just make sure the student is following the script on screen and builds relevant sentences. Thank you)

Outline action points, mentioning:
- Who’s responsible for what:
  (promotion/marketing/production/PAP leader???)
- The corresponding deadlines
  (the four points in the deadline box are in the right order and match the four items in action points box)

Thank the audience
Invite any final questions

Well done!

Now the time for final questions has come. I’ll play the part of the listeners who have questions for each executive whose portraits you can see here. Imagine you are in these executives’ shoes, and answer my questions....or find a clever way of not answering them! OK? Don’t forget to read the clues given in the bubbles matching each portrait before answering, they may help you! Ready?

The following answers are mere examples of the type of sentences the student should be able to make, but help with intermediary questions to obtain statements as close as possible to the suggested answers. Thank you)

(click to insert text bubble 1) Question 1: Won’t the workers in workshop 2 as they will be working in difficult conditions until the machinery and equipment are set up in their new workshop?

Well, I’ll be glad to come back to you all and answer this important question precisely, as soon as I have met with the Unions Representatives, which should occur before the end of next week.
Thank you. (click to insert text bubble 2) Question 2: How much of the promotion budget do you intend to dedicate to the maternity-line campaign?

Obviously, although the sales on this line will only amount to 24% of our turnover by Year 2 as you will remember, promoting a new line of products always requires a higher rate of investment, so I guess the expenses on maternity should represent 40% of the total budget. Sandra, would you like to take the question, please?

Ok. (click to insert text bubble 3) Question 3: What colour will the walls in the future extension to workshop 1 be?

Mmmm. ... Unfortunately, I can’t say at the moment and I'm afraid this is not exactly on the top line in the company’s agenda yet. Anyway, this is not for me to decide! We shall seek advice from the staff concerned in due time, which should be done by the end of next term.

Thank you. (click to insert text bubble 4) Question 4: Why don’t we relocate production in China where labour costs are much lower instead of spending extra money on a new production site here?

Well, I can see your point and I appreciate your concern about expenses, but what you suggest would imply making the 26 skilled workers in our workshops redundant which absolutely contradicts the company’s HR policy, and moreover, we would have to lower our quality standards, thus reconsider our pricing strategy and revise turnover downwards! So.........

Thank you. (click to insert text bubble 5) Question 5: How will our production people be able to manufacture accessories with equipment specially designed for the textile industry?

That’s a very interesting question. You’re quite right: manufacturing goods made of leather or plastic can’t be achieved in the same workshops as clothing. As a matter of fact, we are currently negotiating with a specialized subcontractor in Manchester and hope to settle a good deal quite soon.

Thank you! And congratulations, you did very well!

Slide 12 (all elements) (6 mn) Find the second term of these compound words or expressions! You know all the words by now.

1. informal meeting (click to show answer)
2. cost cutting (click to show answer)
3. clothing industry (click to show answer)
4. market share (click to show answer)
5. final statement (click to show answer)
6. direct marketing (click to show answer)
7. promotion campaign *(click to show answer)*
8. forward looking *(click to show answer)*
9. piechart *(click to show answer)*
10. training course *(click to show answer)*
11. pricing strategy *(click to show answer)*

Hidden word= outstanding

Now can you briefly give a definition of each of these words, please?
(Accept any explanation, but please make sure the student’s sentences are correct and relevant!)

Well done! I think your next presentation will be outstandingly good, indeed
See you soon. Bye...