3.1 About business

**Packaging**

Scan reading

1. Read the article and answer the questions.
   1. What is wrap rage?
   2. Who suffers from it?
   3. What triggers it?
   4. What are the underlying causes?

Paraphrasing

1. Reformulate these phrases from the article in your own words.
   1. the most common triggers of wrap rage
   2. pure provocation to the ecologically-minded
   3. raising blood pressure
   4. overcommunicate to the self-control experienced
   5. to reduce theft from shops
   6. The bottom line is that if they don’t react, they risk losing sales

Discussion

1. You have invented a new children’s toy – MP-Bunny, an electronic rabbit which dances, talks and plays children’s favourite songs. In small groups, discuss how you will package it.

Listening for gist

1. Listen to an interview with Charlie Wang, the President of New China Packaging, a design consultancy based in Taipei, and answer the questions.
   1. Why does he think packaging is so important?
   2. What is special about New China Packaging’s approach?

Listening for detail

1. Listen again and mark these statements T (true) or F (false).
   1. Branding is not enough to differentiate almost identical products.
   2. Business guru Jack Trout thinks that companies overcommunicate their difference.
   3. Most customers decide which product to buy before going to the store.
   4. The task force can't leave their hotel until every member of the team is enthusiastic about the new concept.
   5. Consumers are not always conscious of what they need.
   6. New China Packaging's task forces need months or years to deliver a consumer-validated包装.

Discussion

1. What do you think the advantages and disadvantages of using a cross-functional task force might be for the following situations?
   1. Interviewing new job candidates
   2. Briefing software consultants who are designing new systems for the company
   3. Setting up special deals with important customers
   4. Creating new in-company training programmes

### Glossary

| focus groups | frustration interface with provocation rage resistant trigger wrap |

**Wrap rage**

SURVEYS show that intense frustration and even injury caused by modern packaging is on the increase, especially amongst the young. Seventy per cent of over 50s admit to injuring fingers, hands and shoulders as a result of ‘wrap rage’, a new term used to describe the irritation and loss of self-control experienced when struggling to open wrapping.

In recent years manufacturers have been under increasing pressure to keep food items sterile, to provide child-proof packaging for dangerous or toxic household cleaning products, to protect products during transport and to reduce theft from shops. At the same time, they are forced to keep costs to a minimum. As a result, packaging has become ever more resistant to open them, even with scissors, consumers use all kinds of tools and knives ...

Some of the most common triggers of wrap rage are processed cheese packages, tightly wrapped CDs, child-proof tops on medicine bottles, and milk and juice cartons. Ring-pull cans are particularly problematic for older fingers and delicate skin. Even fighting to remove price tags from items bought as gifts can raise blood pressure.

However it seems there’s light at the end of the tunnel. Manufacturers are listening to customers’ complaints, and some have begun to research and invest in more consumer-friendly packaging. The bottom line is that if they don’t react, they risk losing sales ...

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### Internet research

Search for the keywords universal design packaging to find out about Universal Design and its impact on packaging.
3 Products and packaging

3.2 Vocabulary Specifications and features

Discussion
1. Put these stages of product development into the most likely chronological order.
- Beta test the product by users in typical situations.
- Conduct market studies to test the concept.
- Launch the product.
- Draw up specifications for the product.
- Generate ideas in focus groups and brainstorming meetings.
- Screen out unfeasible or unprofitable ideas.

Reading for detail
2. Read the information on the FedEx® Box and FedEx® Tube and complete the product specification summaries below.

<table>
<thead>
<tr>
<th>Inside dimensions for Large FedEx Box</th>
<th>Inside dimensions for FedEx Tube</th>
</tr>
</thead>
<tbody>
<tr>
<td>width x length x height</td>
<td>width x length x height</td>
</tr>
<tr>
<td>31.4 x 25.4 x 7.6 cm</td>
<td>96.5 x 25.2 x 15.2 cm</td>
</tr>
<tr>
<td>For shipments weighing maximum 9 kg</td>
<td>Maximum weight allowed 9 kg</td>
</tr>
</tbody>
</table>

1. The large FedEx Box is 31.4 cm and 45.4 cm ______. It is 7.6 cm ______.
   When empty, the box ______ 400 g, it can be used to ship small parts or computer
   pivotouts up to 9 kg in ______.

2. The FedEx Tube is 96.5 cm in ______ and 15.2 cm in ______ with a ______ of 450 g
   when empty, it can be used to ship plans, posters, blueprints, etc. ______ up to 9 kg.

Describing products
3. Describe the dimensions of objects in your pockets or your bag. Your partner should
   try to guess what they are.

Collocations
4. Match the nouns in the box with the compound adjectives they most often
   collocate with.

<table>
<thead>
<tr>
<th>Design</th>
<th>Devices</th>
<th>Materials</th>
<th>Packaging</th>
<th>Personal</th>
<th>Stereo</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy-saving</td>
<td>Devices</td>
<td>Child-resistant</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Labour-saving</td>
<td>Tamper-resistant</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fire-retardant</td>
<td>Future-proof</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water-resistant</td>
<td>Fool-proof</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waterproof</td>
<td>Eye-catching</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shockproof</td>
<td>Attention-grabbing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Listening for gist
5. 1:31-1:34 Listen to six conversations. Use collocations from Exercise 4 to describe what
   is being discussed.

6. 1:35 Listen to a presentation of the ChartTech i3. What are its three main features?

Listening for detail
7. 1:31 Listen again and complete these expressions for structuring a product presentation
   using the correct preposition from the box.

   about back by on to up with

   1 I’m here today to tell you ______ (the ChartTech i3 ______).
   2 Let’s start ______ (Touch Screen Command).
   3 Moving ______ to ______ (what’s below the water ______).
   4 Can I just turn ______ (communications)?
   5 I’ll just sum ______ (the ChartTech i3’s three main features ______).
   6 Let’s just go ______ (our midnight fishing trip).
   7 I’d like to finish ______ (inviting you ______).

8. Match the expressions in Exercise 7 with their function in the presentation a–d.

   a) Beginning the presentation 
   b) Moving to a new point 
   c) Returning to a point made earlier 
   d) Ending the presentation

Presentation
9. Work in small groups. Use the vocabulary and expressions in the previous exercises to
   present the specifications and features of an electronic device of your choice.
3 Products and packaging

3.3 Grammar Relative clauses, articles and noun combinations

Defining relative clauses

1 In small groups, answer these business trivia questions.
2 What was the communications device that was invented by John Logie Baird?
3 Who was the woman who is famous for her research on radioactivity?
4 What was the business process that was introduced by Henry Ford?
5 Who was the man who invented radio?
6 What was the business model first developed by Marthe Matilda Harper in 1891?
7 What was the revolutionary printing device which was invented by Douglas Engelbart in 1963?

2 In your groups, write your own business and technology trivia quiz using the formulae ‘Who was the man/woman ...?’ or ‘What was the product/device/process/model ...’. Use the Internet if you need to add another body.

Non-defining relative clauses

3 With a partner, take turns making sentences and adding relative clauses about famous people, products and organizations. How much information can you add?

A: Steve Jobs was the co-founder of Apple.
B: Steve Jobs, who was from California, was the co-founder of Apple.
A: Steve Jobs, who was from California, was the co-founder of Apple, which is famous for high-end electronic products like the iPhone.
B: Steve Jobs, who was from California, and whose parents adopted him at birth, was the co-founder of Apple, which is famous for high-end electronic products like the iPhone.

4 Which of the people in Exercise 3 have had the biggest influence on the business world? Choose your top three.

Expanding notes

6 1:36 When writing notes in English, pronouns and articles and common verbs like be and have are often omitted. Listen to a product review and write the words you hear which the customer omitted in the notes below.

easy best phone so far. Perfect phone for basic user. Already bumped and dropped few times but still going strong. Battery life incredible. Overall real workhorse. No frills, but does what cellphone needs to do. Rating 5/5.

7 1:37–1:38 With a partner, expand these notes written by customers into full product reviews. Then listen and compare your versions with the recordings.

Hate the phone. Too small – can’t open flip cover with one hand. No screen on outside to see caller identity. Reception – horrible. Drops calls probably 30% of time. Very long key delay, incredibly annoying. Anxiously awaiting day can upgrade and get rid of monstrosity. Rating 0/5.

A real workhorse, not too sure about internal antenna. Hate having full signal, good enough to use, and survived couple of drops. However, alarm clock won’t work anymore. Not too sure about internal antenna. Hate having full signal when making call, only to have dramatic drop when put phone to head! Everybody says telecom company’s fault, not phone, or maybe just got bad signal.

Defining words

8 Complete the definitions by matching the noun combinations 1–4 with the appropriate relative clauses a–d.

1 Decision making tools are tools that have many different functions.
2 Feature-packed spreadsheets are spreadsheets which allow extensive calculations.
3 An industry-standard battery pack is a pack of batteries which supply power to many different devices.
4 Market studies are investigations which examine consumer behavior.

Definitions game

9 In small groups, divide into As and Bs.

As: turn to page 115.
Bs: turn to page 121.
3 Products and packaging

3.4 Speaking Presentations – structure

Brainstorming
1. What are the qualities of a good lesson, lecture or presentation? With a partner, draw up a checklist.

Listening for gist
2. 1:39 Listen to Version 1 of a presentation of the Pingman, a new personal GPS tracking device which can be used to locate children, elderly people, animals or mobile staff. Compare the presentation with your checklist.

With a partner, discuss how the presentation could be improved.

Listening for detail
4. 1:40 Listen to Version 2 of the presentation and answer the questions.
1. How does the presenter get the audience’s attention and interest?
2. What is the objective of this presentation?
3. How long will the presentation last, and what is the next step?
4. What does the presenter say about questions?
5. What subjects will be covered in the three sections of the presentation?
6. Which part of the presentation do we not hear?
7. What does the presenter do at the beginning of the conclusion?
8. What does the presenter ask the audience to do?
9. How do the audience know when to applaud?
10. What aspects of presentation technique have improved in Version 2?

4. 1:40 With a partner, find suitable words to complete the useful expressions in the checklist. Then listen again to Version 2 and check your answers.

Useful expressions: Structuring a presentation

Hook
I’m here this morning to , the Pingman, ...
My objective today is ...
The goal of this meeting is ...

Objective
you to know ...
What would you do if ...
would it be worth to ...
Somebody once said ...

Agenda
Feel to interrupt me.
I’ve divided my presentation into three .
, I’m going to ...
that, I’ll be talking about ...
I’d like to present ...
I’ll take any questions at the end.

Summary
I’d like to up the presentation and move on to ...
, I explained why ...
I presented the different specifications ...
Last, but not , I have given you ...

Call for action
These are the why I am asking you to ...
Thank you very much for your ...
Thank you for listening.
If you have any questions, I’ll do my best to answer them.

Internet Research
Search for the keywords presentation tips to find answers to the questions below.
1. How long should a good presentation be?
2. What should you research before a presentation?
3. What are the most important parts of a presentation?
4. What are the best ways to practise a presentation?
5. Which colours and fonts should you use in your slides?

Presentation

In small groups, prepare the introduction and conclusion of a presentation of one of these new products to a group of department store buyers.
• a flexible tablet PC that can be rolled up to fit in a pocket
• furniture which changes colour and temperature depending on the light and room temperature
• a T-shirt which displays a text message that can be modified from a mobile phone

Think about the following questions.

Hook: What is the most surprising, exciting or unusual aspect of your product?
Objective: Why are you making the presentation and what do you hope to obtain?
Agenda: How will you organize your presentation and what will happen after the talk?
Summary: What are the highlights of your talk?

Call for action: What do you want your audience to do now?
Close: How can you avoid an embarrassing silence at the end of your presentation?

In your group, present your introduction and conclusion and answer any questions. (Assume the body of the talk has been presented.) The rest of the class are the buyers. As a class, vote for the best product presentation.

Pronunciation

4. 1:41 Decide where the speaker should pause in this extract from the presentation. Before each pause, mark whether the speaker’s voice should go up or down, as in the example below. Then listen and compare your answers.

I’ve divided my presentation into three sections. First of all, I’m going to remind you of the background to this project and the current offer on the market. After that, I’ll be talking about – the prototype, and the data we’ve collected from tests, focus groups and market studies. Finally, I’d like to present a business plan; this will demonstrate why we expect a return on investment that is without precedent for our company. Is everybody happy with that agenda?

7. Underline the key syllables and key words which should be stressed, and draw a line between words which should be linked ( ), as in the example below.

I’ve divided my presentation into three sections. First of all, ...

4. 1:41 Listen again and compare your answers. Then practise reading the extract with correct intonation, stress and linking.

The Business 2.0
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3.5 Writing  A product description

Discussion
1 Read the items in the box and identify the four features of this car and the four corresponding benefits to consumers. Then discuss the questions below.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABS</td>
<td>Air-conditioned comfort</td>
</tr>
<tr>
<td>alloy wheels</td>
<td>Power on demand</td>
</tr>
<tr>
<td>automatic climate control</td>
<td>Safe braking and cornering</td>
</tr>
<tr>
<td>3.0i V6 engine</td>
<td></td>
</tr>
</tbody>
</table>

1 What do you look for in a car - features or benefits? Why?
2 When you buy a computer, a mobile phone, or software, are you more interested in its features or benefits? What about other products?

Model
2 Read the product description and list the main benefits of using OpenOffice.

OpenOffice.org 3

Great software ... Easy to use ... and it’s free!

OpenOffice.org 3 is the leading open-source office suite. It is available in many languages and works on all common computers. It stores all your data in an international open-standard format and can also read and write files from other common office software packages. It can be downloaded and used completely free of charge for any purpose.

A new approach to office productivity software

OpenOffice.org 3 gives you everything you’d expect in office software. You can create dynamic documents, analyze data, design eye-catching presentations, produce dramatic illustrations and open up your databases. You can publish your work in Portable Document Format (PDF) and release your graphics in Flash (SWF) format – without needing any additional software.

If you’re used to using other office suites – such as Microsoft Office® - you’ll be completely at home with OpenOffice.org 3. However, as you become used to OpenOffice.org 3, you’ll start to appreciate the extras that make your life easier. You can of course continue to use your old Microsoft Office files without any problems – and if you need to exchange files with people still using Microsoft Office, that’s no problem either.

What’s in the suite?

WRITER – a powerful tool for creating professional documents. You can easily integrate images and charts in documents, create everything from business letters to complete books and web content.
CALC – a feature-packed spreadsheet. Use advanced spreadsheet functions and decision-making tools to perform sophisticated data analysis. Use built-in charting tools to generate impressive 2D and 3D charts.
IMPRESS – the fastest way to create effective multimedia presentations. Your presentations will truly stand out with special effects, animation and high-impact drawing tools.
DRAW – produce everything from simple diagrams to dynamic 3D illustrations and special effects. Find out more – try it today!
Get OpenOffice.org 3 now!
Go to www.openoffice.org for an introduction in Flash format.

Analysis
1 Number the five sections in the box in the order they appear in the OpenOffice.org text above.

- background
- compatibility
- details of features and benefits
- invitation
- overview of benefits

Language focus
4 R&D departments often focus on describing features, while marketing departments prefer to describe benefits to consumers. Read the eight features described by R&D and underline their corresponding benefits in the text in Exercise 2.

1 Open source code application available to download (Paragraph A)
2 Fully integrated suite of office applications (Paragraph B)
3 Supports PDF and SWF publishing without plug-ins (Paragraph B)
4 Intuitive user interface (Paragraph C)
5 Fully compatible with other document formats (Paragraph C)
6 Image integration capability (Paragraph D)
7 Built-in 2D and 3D charting tools (Paragraph D)
8 Diagram and special effects functions (Paragraph D)

5 Reformulate the product features of the Creole Audio Manager, pictured on the right, in terms of benefits.

1 Fully integrated multi-format audio and video player
2 Creole gives you everything you’d expect from an audio player, watch and play video and music in all popular formats.
3 Downloadable shareware
4 Full PC and Mac compatibility
5 Music search, download and organizer features
6 Online radio and TV capability
7 Built-in CD burning tool
8 Intuitive user interface and foolproof operation
9 Karaoke function

Writing
6 Write a product description of the Torrent tablet PC using the notes below. (Alternatively, use a product of your choice.) Focus on the benefits to consumers, adding any details you feel are appropriate.

- background
- compatibility
- details of features and benefits
- invitation
- overview of benefits
3 Products and packaging

3.6 Case study Big Jack’s Pizza

Discourse
1. In one minute, list as many fast-food businesses as you can. How does each of them try to differentiate itself from its competitors?

Scan reading
2. Read the documents and answer the questions.
1. What sort of company is Big Jack’s Pizza?
2. Who is Jack Jr?
3. What is Big Jack’s USP (unique selling point)?
4. What proportion of Big Jack’s customers eat in the restaurants?
5. What is the company’s development strategy?
6. What is the biggest threat to the company?
7. What do customers like and dislike about Big Jack’s?
8. What four changes is Jack Jr suggesting?

Listening for gist
3. 1:42 Listen to an extract from the marketing meeting at Big Jack’s. What two decisions are made?

Listening for inference
4. 1:42 Listen again and list the ten suggestions made by Billie and Mick. Which ones does Jack like?

Brainstorming and presentation
5. Work in small groups as consultants to Big Jack’s Pizza and do the following tasks.
1. Read the brief below from Big Jack’s Pizza.
2. Brainstorm and select the best idea.
3. Prepare a presentation to the company’s management.
4. Present your recommendations and take questions from the class.

Big Jack’s Pizza wishes to strengthen its brand and improve its packaging. Please provide advice on the following points:
• a new range of fusion cuisine pizzas: exciting names needed for at least five pizzas
• new promotional ideas
• a new or updated logo, color scheme and slogan
• a new box or box design for takeout and delivery.

Estimated impact of implementing changes on packaging and advertising costs:
• change logo + 2%
• three-color printing + 1%
• four-color printing + 2%
• non-standard box shape + 2%
• non-standard box materials + 2%

NB Big Jack’s will not accept an increase of more than 5%.