

The rise of Zara

Level

Pre-intermediate

Tasks

Talking about the range of shops where students buy their clothes
 Completing the missing information from Power Point slides
 Reading a transcript of a business presentation
 Practising saying some useful phrases used in presentations
 Giving a short group presentation

How to use the lesson

- 1 Hand out the worksheet and get students to discuss the first question. Elicit feedback. Collate the information on the board. Ask students why they buy their clothes at a particular shop e.g. they are cheaper / more modern etc.
- 2 Check students know the word 'value' by giving some examples. Ask students to study the Power Point slides and complete the missing information by scanning the presentation transcript.

Answers

Slide 2: *The future* Slide 3: *€15 billion* Slide 4: *£27 billion*

- 3 Ask students to read the whole presentation. Ask follow-up questions, such as: Can you summarise what additional information the speaker gives about the Inditex group? What do customers want from fashion today? Deal with any useful vocabulary such as: *designer clothes, to update, outlets, booming, icons* and *disposable fashion*.
- 4 Ask students to complete the tables. Then ask them to underline the stress and practise saying some of the words by creating sentences about their own company.

Answers

(a) to present (*presentation*) (b) to develop (*development*) (c) retailer (to *retail*) (d) to brand (*brand*)
 (e) aim (to *aim*) (f) to compete (*competition*) (g) to market (*market*) (h) launch (to *launch*)

- 5 Ask students to highlight useful phrases in the transcript, in preparation for exercise 6.
- 6 Students work in small groups to prepare their presentations. If available, ask them to use OHTs as their slides. They can also use company brochures and / or the internet to research further information. Encourage questions. After the presentations, provide language feedback.

Related websites

Send your students to these websites, or just take a look yourself.

<http://www.zara.com/i05/index.php>

<http://www.inditex.com/en>

<http://www.marksandspencer.com/>

<http://www.hm.com>