

## Easy business

### Level

Pre-intermediate and above

### Tasks

Deciding which hotel to stay in for a business trip to London

Completing the dates on a timeline by scanning an article

Reading an article about the easyGroup

Replacing the missing vowels in a set of business words from the article

Brainstorming ideas for a new product line and giving a presentation

### How to use the lesson

- 1 Ask students what kind of hotels they stay in when they travel. Do they use different hotels for a business trip to a private trip? Hand out the worksheet. Ask students to choose one of the hotels and elicit feedback from the class. You may need to explain that 'nr' stands for 'near' and 'pn' stands for 'per night'.
- 2 Ask students to study the timeline and complete the missing dates by scanning the article.

#### Answers

1995: *easyJet* 1998: *easyGroup* 1999: *easyInternetcafé* 2000: *easyCar* 2004: *easyHotel*

- 3 Ask students to read the whole article. Ask them to tell you what they learnt about the easyGroup. Deal with any useful vocabulary such as: *capsule* / *no-frills* / *recognisable* / *undercutting* / *venture*.
- 4 Ask students to complete the missing vowels in the words. Then ask them to create sentences about their own company using some of the words.

#### Answers

(a) *expand* (b) *target* (c) *deliver* (d) *founded* (e) *brand* (f) *price*  
 (g) *consumer* (h) *aim* (i) *vision* (j) *customer* (k) *chain* (l) *product*

- 5 Ask students to work in small groups. Each group should think of a new product line and present it to the class. Be ready to offer ideas if some groups are struggling (eg, ask them to consider what products other companies such as *Virgin* have created). After the presentations, hold a vote for the best product idea. Finally, give students any useful language feedback.

### Related websites

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

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

<http://www.easy.com/about/index.html>

<http://www.links.net/vita/trip/japan/lodging/capsulehotel/>

[http://en.wikipedia.org/wiki/Stelios\\_Haji-Ioannou](http://en.wikipedia.org/wiki/Stelios_Haji-Ioannou)