

Mobile market

Level

Elementary / Pre-intermediate

Tasks

Describing features on students' mobile phones

Guessing the market share size of the biggest mobile phone companies

Scanning a market report to check answers

Matching words to form common business collocations used in the report

Discussing issues arising from the report

How to use the lesson

- 1 Hand out Worksheet A. Ask the students to take out their mobile phones and tell you the make. They should compare their mobiles with their partners and tell each other which features they like. If you have time, get the students to act out a short sales presentation about their mobile and vote for the best in the class.
- 2 Ask students to study the graphs and guess the market share of the five leading companies.
- 3 Hand out Worksheet B. Students scan the article to check their answers and report back on how successful they were.

Answers

(1) Nokia (2) Motorola (3) Samsung (4) Siemens (5) Sony Ericsson

- 4 Ask students to read the article again and summarise the key points.
- 5 Ask students to match the words on the left to the words on the right to form common collocations. When they have finished, they can refer back to the report for further clarification. Encourage them to try to use the collocations to talk about their own companies.

Answers

(1) – (b) price cuts

(2) – (c) new products

(3) – (f) annual conference

(4) – (e) market share

(5) – (a) total sales

(6) – (d) emerging markets

- 6 Students discuss the questions in small groups and report their ideas to the class.

Related websites

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

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

http://www.siemens-mobile.com/cds/frontdoor/0,2241,hq_en_0_11784_rArNrNrNrN,00.html

<http://www.mobiguide.com/English/search/compare.asp>