

**Business English**  
**Useful Expression**  
**BI N15**



Let`s have dinner  
That`s a good idea.

Hiro and Johnson finish setting up the display.  
They decide to dinner out.

Hiro : I think we`re finished here.  
Johnson : So do I. Are you hungry.?  
Hiro : Yes, a little.  
Johnson : Let`s have dinner.  
          We can talk about marketing plans.  
Hiro : That`s a good idea.  
Johnson : What do you feel like?  
Hiro : I feel fine.  
Johnson : No, I mean what do you feel like eating.  
Hiro : I see. What do I want to eat?  
Johnson : That`s right.

## 1. Vocabulary

1. annual-(adj) - Once a year.
2. corporate-(adj) - Belonging to a corporation.
3. differentiate-(v) - To show or see the difference between things.
4. expect-(v) - To think something will probably happen.
5. frequency-(n) - The measure of how often something happens.
6. intentions-(n) - Plan; what someone plans to do.
7. involve-(v) - To make someone or something a part of something else.
8. material-(n) - What something is made of.\*
9. necessary-(adj) - Needed.
10. position-(n) - Place, status or rank.
11. precise-(adj) - Exact.
12. service-(n) - Work done for the benefit of another.
13. success-(n) - A good ending.\*
14. successful-(adj) - Accomplished at what one set out to do.\*
15. intend-(v) - Plan to.
16. achieve-(v) - Succeed in reaching a goal.
17. attain-(v) - Reach a goal.
18. capable-(adj) - Having the ability to do something.
19. link-(v) - Connect.
20. factor-(n) - Things that must be thought about when making a decision.
21. brand-(n) - To name or declare something as bad.
22. outcome-(n) - The final result.
23. process-(n) - The steps or actions needed to do something.
24. means-(n) - A method or way of doing something.
25. behavior-(n) - The way someone acts.
26. organization-(n) - A group of people who work together.
27. impact-(v) - Influence or change.

## 2. Reading

A **marketing plan** is a written document that details the necessary actions to achieve one or more marketing objectives. It can be for a product or service, a brand, or a product line. It can cover one year (annual) or up to 5 years.

The **marketing planning process** In most organizations, "strategic planning" is an annual process, typically covering just the year ahead.

### Corporate mission

This 'corporate mission' can be thought of as a definition of what the organization is; of what it does: 'Our business is ...'.

### Corporate vision

The most important factor in successful marketing is the 'corporate vision'. If the organization in general, has a strong vision of where its future lies, then there is a good chance that the organization will achieve a strong position in its markets (and attain that future). This strategy should be consistent and will be supported by its staff at all levels.

### Marketing audit

This is the first formal step. This should only involve bringing together the source material which has already been collected throughout the year.

Factors related to the customer, which should be included in the material collected for the audit, may be:

- \* Who are the customers?
- \* What are their key characteristics?
- \* What differentiates them from other members of the population?
- \* What are their needs and wants?
- \* What do they expect the 'product' to do?
- \* What are their special requirements and perceptions?
- \* What do they think of the organization and its products or services?
- \* What are their attitudes?
- \* What are their buying intentions?

The **marketing objectives** state just where the company intends to be; at some specific time in the future.

### Elements of a SMART objective

#### Specific

Is there a description of a precise or specific behavior / outcome which is linked to a rate, number, percentage or frequency?

#### Measurable

Is there a reliable system in place to measure progress towards the achievement of the objective?

#### Achievable

The objectives that are set with people need to be capable of being reached, put most basically; there is a likelihood of success but that does not mean easy or simple.

#### Relevant

This means two things; that the goal or target being set with the individual is something they can actually impact upon or change and secondly it is also important to the organization.

#### Time-bound

No date = No good.

Identify 3 important supporting details that contribute to the main idea of the passage.	
Identify 2 details that are not very important to the main idea of the passage.	
Write 1 brief paragraph summarizing the main idea of the passage. Use the important details to support your discussion of the main idea.	

### 3. Comprehension Questions

1. Define: Marketing Plan.
2. What are the processes of marketing planning?
3. What does SMART stand for?
4. Define:  
( A ) Corporate Vision  
( B ) Corporate Mission  
( C ) Marketing Audit  
( D ) Corporate Objective

### 4. Vocabulary Exercise

1. She is a \_\_\_\_\_ sailor.
2. We \_\_\_\_\_ the computer to the printer.
3. When buying a car, one \_\_\_\_\_ to consider is how many people will ride in it.
4. He \_\_\_\_\_ to sleep late tomorrow.
5. She \_\_\_\_\_ everything she set out to do.
6. She \_\_\_\_\_ her degree in only three years.
7. He was \_\_\_\_\_ a criminal by his own mother.
8. Your child's \_\_\_\_\_ was perfect; he's very polite!
9. The Red Cross is an \_\_\_\_\_ that helps people all over the world.
10. Global warming \_\_\_\_\_ many animals.
11. The \_\_\_\_\_ of the experiment was a success.
12. The \_\_\_\_\_ of making a pot of coffee only takes a few minutes.
13. He built the bridge by the quickest \_\_\_\_\_ possible.
14. Robert Louis Stevenson's most \_\_\_\_\_ story was The Strange Case of Dr Jekyll and Mr. Hyde.
15. We \_\_\_\_\_ the plane to land in one hour.
16. They \_\_\_\_\_ of arguments increased until finally they divorced.
17. Christmas is an \_\_\_\_\_ holiday.
18. This isn't my car, it's a \_\_\_\_\_ car.
19. It can be hard to \_\_\_\_\_ real money from counterfeit.
20. Please don't \_\_\_\_\_ me in your argument.
21. The measurements must be \_\_\_\_\_ in order for the experiment to work.
22. She helps clean the park as a \_\_\_\_\_ to her community.
23. Everyone had a good time- the party was a \_\_\_\_\_!
24. The \_\_\_\_\_ of her dress scratched her skin.
25. It is \_\_\_\_\_ to have a drivers license to rent a car.
26. The store has a good \_\_\_\_\_ on the corner of two busy streets.