TOEIC 900 Business English Lesson:

Lesson 7: Market Analysis Discussion

Role-Play Dialogue Text (Approx. 10 minutes):

Marketing Analyst: Good morning. I've analyzed the latest market trends and noticed significant shifts in consumer behavior.

Manager: Good morning. How do you think these trends could impact our strategy?

Marketing Analyst: If we adjust our product offerings, then we might capture a larger market share. I suggest that we focus on emerging consumer segments.

Manager: That sounds promising. What specific data supports your suggestion?

Marketing Analyst: I propose that we examine recent competitor analysis and customer surveys. This approach should provide us with valuable insights.

Manager: Excellent. Please prepare a detailed report for our next meeting.

Marketing Analyst: Will do. I'm confident that adapting our strategy will be beneficial for our growth.

Comprehension Questions and Sample Answers (Approx. 5 minutes):

1. **Q:** What is the analyst's main observation?

   A: The analyst observed significant shifts in consumer behavior.

2. **Q:** How is a conditional sentence used in this discussion?

   A: "If we adjust our product offerings, then we might capture a larger market share."

3. **Q:** Which modal verbs appear in the dialogue?

   A: "Should" and "might" (e.g., "we should examine" and "we might capture").

4. **Q:** What is the proposed next step?

   A: To prepare a detailed report based on competitor analysis and customer surveys.

Teacher's Lesson Points (Concise Version):

- **Prep:** Focus on vocabulary (market trends, consumer behavior, market share, competitor analysis).
- **Intro (2–3 min):** Start with a discussion on current market trends.
- **Reading & Analysis (10 min):** Student reads dialogue aloud; emphasize conditionals and modal verbs.
- **Comprehension (5 min):** Ask questions; give feedback.
- **Role-Play:** Teacher as Manager, student as Marketing Analyst.
- **Wrap-Up (2–3 min):** Recap key terms; assign homework (draft a market analysis summary using modal verbs and conditionals).