

# New Market Entry Strategy Discussion

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## 1. Role-Play Dialogue Text (Approximately 10 minutes)

### Characters:

- **Mr. Stevens (CEO)**
- **Ms. Patel (Marketing Director)**

**Mr. Stevens:** We've been discussing expanding into Southeast Asia. If we tailor our products to local needs, then we could capture significant market share. What are your thoughts?

**Ms. Patel:** I agree. We should conduct thorough market research first. If we analyze consumer preferences, we might identify key product adaptations.

**Mr. Stevens:** That's true. We must also consider local regulations. If we don't comply with regional standards, our entry could be delayed.

**Ms. Patel:** Absolutely. We could also explore partnerships with local distributors. If we collaborate with established businesses, we might gain consumer trust faster.

**Mr. Stevens:** That's a great point. Another option is a pilot launch. If we introduce our products in select cities first, we can measure demand before a full-scale rollout.

**Ms. Patel:** Yes, that would minimize risks. We should also assess competitors' strategies. If we learn from their successes and failures, we could position ourselves more effectively.

**Mr. Stevens:** Agreed. Let's outline a detailed market entry plan, prioritizing research, partnerships, and a pilot launch. If everything goes well, we should be ready within six months.

**Ms. Patel:** I'll prepare a proposal with cost estimates and timelines. If you approve it, we can move forward immediately.

**Mr. Stevens:** Perfect. Let's reconvene next week to review the proposal.

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## **2. Comprehension Questions and Sample Answers (Approximately 5 minutes)**

### **1. What is the first step the executives plan to take before entering the new market?**

- *They plan to conduct thorough market research to analyze consumer preferences.*

### **2. Why do they consider partnering with local distributors?**

- *They believe that partnering with local distributors could help them gain consumer trust more quickly.*

### **3. What is the benefit of launching a pilot program?**

- *A pilot launch allows them to measure demand and minimize risks before a full-scale rollout.*

### **4. How do they plan to position themselves against competitors?**

- *They intend to assess competitors' strategies and learn from their successes and failures to improve their market positioning.*
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## **3. Teacher's Lesson Points (Concise Version)**

### **Pre-Class Preparation:**

- Review the dialogue, key vocabulary (market entry, regional, pilot launch), and grammar points (modal verbs and conditionals).
- Be prepared to explain any additional business-related details.

### **Lesson Flow:**

#### **1. Introduction (2–3 minutes):**

- Start with a warm-up discussion: “*What challenges do companies face when entering a new market?*”
- Introduce lesson objectives: Vocabulary enhancement, conditional structures, and role-playing business discussions.

## **2. Reading & Analysis (10 minutes):**

- Have the student read the dialogue aloud.
- Focus on pronunciation, intonation, and natural flow.
- Highlight the use of modal verbs (*should, might, could*) and conditionals (*If we... then we could...*).

## **3. Comprehension Check (5 minutes):**

- Ask the comprehension questions.
- Provide immediate feedback and encourage the student to use the new vocabulary in their responses.

## **4. Role-Play Practice (Remaining Time):**

- Conduct a role-play session: The teacher plays **Mr. Stevens**, and the student plays **Ms. Patel**.
- Encourage the student to modify the dialogue and propose their own market entry strategy.

## **5. Wrap-Up (2–3 minutes):**

- Summarize key takeaways.
- Assign a short homework task: *Write a brief proposal (100–150 words) outlining a new market entry plan using modal verbs and conditionals.*