

Competitive Analysis and Strategic Positioning

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

Characters:

- **Mr. Carter (Marketing Analyst)**
- **Ms. Reynolds (Product Manager)**

Mr. Carter: Our competitors have been aggressively expanding their digital marketing efforts. If we analyze their trends, then we might identify gaps in our own strategy.

Ms. Reynolds: That makes sense. We should also evaluate their product positioning. If their branding appeals to a younger demographic, then we may need to refine our messaging.

Mr. Carter: Exactly. If we don't adjust to market shifts, we could lose relevance. Have you noticed any recent consumer behavior changes?

Ms. Reynolds: Yes. If we track social media sentiment, then we might understand how customers perceive our brand compared to our competitors.

Mr. Carter: Good point. Another option is to conduct focus groups. If we gather direct consumer feedback, then we can refine our approach more effectively.

Ms. Reynolds: Agreed. We should also monitor their pricing strategies. If we compare our value proposition to theirs, then we could adjust our pricing structure to stay competitive.

Mr. Carter: That's a great idea. Let's outline a report on competitive positioning and present it to leadership next week. If they approve our recommendations, then we can start implementing changes immediately.

Ms. Reynolds: I'll start compiling data on market trends and customer preferences. If we collaborate efficiently, then we should have a strong proposal ready on time.

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

1. What competitive trend does Mr. Carter identify?

- *He notes that competitors are expanding their digital marketing efforts.*

2. Why do they want to track social media sentiment?

- *They believe it will help them understand how customers perceive their brand compared to competitors.*

3. What is the benefit of conducting focus groups?

- *Focus groups provide direct consumer feedback, allowing the company to refine its approach effectively.*

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

- *They intend to analyze branding, pricing, and customer sentiment to refine their strategic positioning.*

3. Teacher's Lesson Points (Concise Version)

Pre-Class Preparation:

- Review the dialogue, key vocabulary (competitive analysis, positioning, pricing strategy), and grammar points (modal verbs and conditionals).
- Be prepared to explain additional business-related details if needed.

Lesson Flow:

1. Introduction (2–3 minutes):

- Start with a warm-up discussion: *“How do companies stay competitive in a rapidly changing 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. Carter**, and the student plays **Ms. Reynolds**.
- Encourage the student to modify the dialogue and propose their own competitive strategy.

5. Wrap-Up (2–3 minutes):

- Summarize key takeaways.
- Assign a short homework task: *Write a brief competitive analysis (100–150 words) using modal verbs and conditionals.*