

Business Process Re-engineering Discussion: International Expansion Strategies

1. Role-Play Dialogue (Approximately 10 minutes)

Characters:

- **Mr. Thompson** (CEO)
- **Ms. Suzuki** (Head of Overseas Business)

Setting: A corporate boardroom discussion about global expansion strategies.

Dialogue:

Mr. Thompson: Thank you for joining me today, Ms. Suzuki. I'd like to discuss the possibility of expanding our business globally. What are your thoughts on this strategy?

Ms. Suzuki: I believe global expansion presents significant opportunities. If we enter emerging markets, then we could access a larger customer base and increase revenue streams.

Mr. Thompson: That's a good point. However, have we analyzed the risks associated with international expansion? We need a solid strategy to mitigate potential issues.

Ms. Suzuki: Absolutely. If we conduct thorough market research, then we can anticipate regulatory challenges and adapt our business model accordingly. Also, forming strategic partnerships with local firms would help us establish a stronger foothold.

Mr. Thompson: That's a reasonable approach. What markets would you suggest targeting first?

Ms. Suzuki: Based on our research, expanding into Southeast Asia and Europe would be ideal. These regions show strong economic growth and demand for

our products. If we establish regional headquarters there, then we could streamline operations effectively.

Mr. Thompson: That makes sense. But what about logistics and supply chain management?

Ms. Suzuki: If we optimize our supply chain and establish reliable distribution networks, then we could ensure smooth operations and cost efficiency. Also, leveraging digital platforms could enhance our market reach.

Mr. Thompson: Sounds promising. Let's develop a comprehensive proposal outlining potential markets, risks, and strategies. If we present a strong case to the board, then we should gain approval for this expansion.

Ms. Suzuki: I'll get started right away. If we prepare thoroughly, then this could be a major step forward for our company.

Mr. Thompson: Agreed. Keep me updated on your progress. Thank you, Ms. Suzuki.

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

1. What is the main topic of the conversation?

The conversation focuses on strategies for international expansion and how to mitigate potential risks.

2. Why does Ms. Suzuki suggest conducting market research?

She believes that market research will help anticipate regulatory challenges and adapt the business model accordingly.

3. What are the two regions Ms. Suzuki suggests for expansion?

She recommends expanding into Southeast Asia and Europe due to their strong economic growth and demand for the company's products.

4. How does Mr. Thompson propose to gain approval for the expansion?

He suggests developing a comprehensive proposal outlining potential markets, risks, and strategies to present to the board.

3. Teacher's Lesson Points (Concise Version)

Pre-Class Preparation:

- Review key vocabulary: *global expansion, markets, strategy, regulatory challenges, distribution networks, revenue streams.*
- Familiarize yourself with modal verbs (*could, should, would*) and conditionals (*If we... then we could...*).
- Be ready to provide real-world examples of international business expansion.

Lesson Flow:

1. Introduction (2–3 minutes):

- Ask the student: *What do you think are the key factors for successful global expansion?*
- Introduce lesson objectives: improving business communication using modal verbs and conditionals.

2. Reading & Analysis (10 minutes):

- Have the student read the dialogue aloud.
- Correct pronunciation and emphasize natural intonation.
- Highlight key phrases and grammar points.

3. Comprehension Check (5 minutes):

- Ask comprehension questions and discuss answers.

- Reinforce understanding of business vocabulary and conditional structures.

4. Role-Play Practice (Remaining Time):

- Assign roles: Teacher as *CEO*, Student as *Head of Overseas Business*.
- Encourage the student to use targeted vocabulary and grammar in a natural business discussion.
- Offer constructive feedback and suggest improvements.

5. Wrap-Up (2–3 minutes):

- Summarize key vocabulary and grammar points.
- Assign a short homework task: *Write a brief proposal outlining an international expansion plan using modal verbs and conditionals.*