

Market Diversification Strategy Discussion

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

Characters:

- **Emma** (Head of Business Strategy)
- **David** (Marketing Director)

Setting: A business strategy meeting discussing market diversification.

Emma: Thank you for joining today's strategy session, David. We need to discuss our market diversification plan. If we diversify our market, then we could reduce risks.

David: I completely agree. Relying too heavily on one market segment makes us vulnerable. What regions are you considering for expansion?

Emma: We're looking at Southeast Asia and South America. Both regions show significant growth potential.

David: That makes sense. However, if we enter a new market without proper research, we might face unexpected challenges.

Emma: That's why we need a phased approach. If we conduct market analysis first, then we can minimize potential risks.

David: I see. If we tailor our marketing strategies to local preferences, we could gain a competitive advantage.

Emma: Exactly. Also, we should evaluate our product line. If we adapt our products to meet local demands, then we will enhance customer engagement.

David: That's a good point. We also need to analyze our competition. If we understand their strategies, then we can position ourselves more effectively.

Emma: Agreed. Let's outline a detailed market entry strategy and present it at next week's executive meeting.

David: Sounds good. I'll have my team gather data on customer preferences and regional trends.

Emma: Great. Let's reconvene in a few days to finalize our approach.

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

1. Why does Emma believe diversification is important?

- *She believes diversification reduces risks and helps the company remain competitive.*

2. What are the two regions they are considering for expansion?

- *Southeast Asia and South America.*

3. What does David suggest before entering a new market?

- *He suggests conducting market research to minimize risks.*

4. What does Emma recommend regarding product adaptation?

- *She suggests adapting products to meet local demands to enhance customer engagement.*
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3. Teacher's Lesson Points (Concise Version)

Pre-Class Preparation:

- Review the dialogue, key vocabulary (diversification, risk, market), and grammar points (modal verbs and conditionals).
- Be ready to explain additional details related to the topic if needed.

Introduction (2–3 minutes):

- Warm-up discussion: "Why is market diversification important for global businesses?"

- Introduce the lesson objectives: Vocabulary expansion, conditional usage, and strategic discussion skills.

Reading & Analysis (10 minutes):

- Have the student read the dialogue aloud.
- Focus on pronunciation, intonation, and natural conversation flow.
- Pause to highlight key grammar points and business vocabulary.

Comprehension Check (5 minutes):

- Ask comprehension questions and provide feedback on answers.
- Reinforce vocabulary and conditional structures.

Role-Play Practice (Remaining Time):

- Conduct a role-play session where the student takes one role (e.g., Business Strategy Head, Marketing Director) and the teacher takes the other.
- Encourage the use of targeted vocabulary and grammar structures.
- Provide feedback on fluency and coherence.

Wrap-Up (2–3 minutes):

- Summarize key vocabulary and grammar points.
- Assign homework: "Prepare a short proposal outlining a market diversification strategy using modal verbs and conditionals."