

### Unit 25 A winning formula

#### Expressions related to business

##### Learn the expressions

**1 In this unit, we talked about successful business ideas. Let's now look at some verb + noun expressions related to business. Match the verbs on the left with the nouns on the right.**

- |   |                                  |
|---|----------------------------------|
| 1. launch, introduce _____              | a. production                    |
| 2. conduct, carry out, do _____         | b. a prototype                   |
| 3. conduct, hold _____                  | c. research, a feasibility study |
| 4. commission, test _____               | d. a product                     |
| 5. set up, draft, establish, make _____ | e. focus groups                  |
| 6. begin, go into _____                 | f. a schedule                    |

**2 Put the steps in Exercise 1 in the order in which they occur in a business plan.**

Step

- #1 \_\_\_\_\_
- #2 \_\_\_\_\_
- #3 \_\_\_\_\_
- #4 \_\_\_\_\_
- #5 \_\_\_\_\_
- #6 \_\_\_\_\_

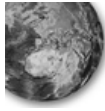
#### Answer Key

##### Exercise 1

- 1. d
- 2. c
- 3. e
- 4. b
- 5. f
- 6. a

##### Exercise 2

- 1. conduct/carry out/do a feasibility study
- 2. commission/test a prototype
- 3. conduct/hold focus groups
- 4. set up /draft/establish/make a schedule
- 5. launch/introduce a product
- 6. begin/go into production



### Use the expressions

**3 Complete the paragraph with the appropriate form of one of the verbs in the box. Often there is more than one possibility.**

begin	establish	launch	go into	conduct
draft	begin	do	make	introduce
carry out	hold	commission	test	set up

Electronic products, such as DVD players and computers, have a very short life span these days. Most probably, any item you find in a store has been (1) \_\_\_\_\_ less than a year ago. Customers want the latest, and a two-year old gadget is way past its prime. It's a tough environment for electronics companies, of course, and the competition is fierce. Producing fast is the solution, but it's not easy. Before a company (2) \_\_\_\_\_ production, it must take the time to (3) \_\_\_\_\_ a realistic schedule. They have to spend a lot of money \_\_\_\_\_ research before they (4) \_\_\_\_\_ the prototype, and then they (5) \_\_\_\_\_ focus groups all over the world before they even think about (6) \_\_\_\_\_ a production schedule. This long process is no guarantee for success, but at least it gives companies an idea of the type of product that is right for the market.

### Make the expressions your own

**4 Answer the questions with information that is true for you. Explain your answers.**

1. Which of the various stages in the life of a new product do you find most interesting? Would you rather work in production or be involved researching a new product before it is launched?
2. Which stage in the life of a product do you think is the most important for a company, and for what kinds of products? Which is the most expensive?
3. Imagine that you have a new product that you would like to bring to the market. What is it? What kinds of questions would you ask a focus group to think about?