


Internet research

How can smaller companies compete with a dominant market leader? Search for the keywords *Avis: We Try Harder* to read about how Avis™ took on a giant.

Glossary PAGE 157

charismatic
meteoric
ruthless
slick
trumpet

Listening for gist

3  2:49 Listen to a presentation by Calisto's President to the Board of Directors and list the company's six options in Column 1 of the table.

Options	Notes
1 Cut jobs	- same strategy as _____ - would reduce operating expenses by _____ %
2 _____	- same strategy as _____ - would reduce production costs by _____ % - would increase operating expenses by _____ per year
3 _____	- next year's sales: _____ - cost of sales would increase to _____
4 _____	- price: _____ - advantages: _____ - disadvantages: _____
5 _____	- price: _____ - bonus: _____ - repayments: _____ - combined sales: _____
6 _____	- sell off our _____

Listening for detail

4  2:49 Listen again and complete the notes on Calisto's six options in Column 2 of the table above.



Discussion and presentation

5 In small groups, meet as consultants to Calisto's Board of Directors.

- 1 Review Calisto's six options, as well as your own ideas, and decide what strategy you will recommend.
- 2 Prepare a presentation outlining your recommendations to the Board, using slides to structure and support your arguments.
- 3 Give your presentation. Yours will be in competition with those of other groups. As Calisto's Board of Directors, the class should ask questions and vote for the best presentation.

eWorkbook

Now watch the video for this unit.