

5.6 Case study Presnya Taxi

Reading (page 73, Exercise 5)

Student B

1

make current, 'we do better' strategy more visible - how?
organize events - what?
Can we use the Internet to enhance customer service/experience, perhaps with partners?
what about sponsoring a basketball team?

2

advertising - where, when, what?
go downmarket: cut costs, salaries, service and prices, develop advertising revenue
develop new image and company values to match new strategy - what?

8.4 Management skills Leading the team

Roleplay (page 107, Exercise 6)

Student A

Meeting 1

You are the team leader for this meeting. Your opinion is that a national or international bank would be Mile High's best partner in North America. You feel strongly that you need a partner with a long-term personal relationship with its customers.

Meeting 2

Your opinion is that an extreme sports event would be an exciting and innovative way to promote Mile High in Australia, New Zealand and South Africa. You feel strongly that you need an event which will differentiate the airline from the usual boring promotional parties. Make sure that your talents are recognized and that you are assigned the most interesting tasks.

Meeting 3

Your opinion is that TV is the most effective media to advertise Mile High in the UK. You feel strongly that you need a campaign which will grab customers' attention, and as they say, a picture paints a thousand words. Make sure that your talents are recognized and that you are assigned the most interesting tasks.

7.3 Grammar Inversion and emphasis

Negotiation (page 93, Exercise 8)

Group B

You manage a medium-sized investment portfolio in stocks and shares. You want to grow your business and attract a significant body of new clients in a different investment area. By far the quickest and most effective way of doing this is to enter into an alliance with an investment management company which specializes in a different area. You have narrowed the field down to two companies: A, which specializes in real estate, and C, which deals in commodities. In the current investment climate, you have good reason to believe that each of these groups also wants to diversify and form an alliance. Antitrust laws forbid alliances between more than two groups. Use the information below to prepare your arguments to persuade the other two groups that you are the best company to form an alliance with.

Consider:

- how long the company has been established
- its corporate structure and ownership
- how large its client base is
- where in the world the company mainly operates
- any strategic plans for the future regarding geographical expansion; number of employees
- recent operating profits
- proportion of the company's budget spent on research.

3.5 Writing Emails

Output (page 45, Exercise 7)

Student A

Situation 1

- 1 You design and market smartphones in Europe. Student B assembles your product in China. You have been experiencing regular delays in delivery of your new model, which is in great demand. Customers are frustrated when they have to wait more than two weeks for delivery. Write an email to Student B asking for an explanation and a promise of improvement.
- 2 You have received an email from Student B concerning their price. Write an appropriate reply.
- 3 You have received a second email from Student B in reply to your email about delivery times. Write an appropriate answer.

Situation 2

- 1 You supply electrical sub-components from your factory in eastern Europe for your customer, Student B, a Japanese car manufacturer. Your last two invoices have not been paid; write an email to Student B asking for an explanation and quick settlement.
- 2 You have received an email from Student B concerning a quality problem. Write an appropriate reply.
- 3 You have received a second email from Student B in reply to your email about your invoices. Write an appropriate answer.