




Listening

3  **2:10** Listen to a conversation between the owner of Presnya Taxi, Volodya Vasilyev, and his Scottish daughter-in-law, Ally, and answer the questions.

- 1 Why is Volodya worried?
- 2 What are the threats to Presnya Taxi's business?
- 3 What does Ally get Volodya to agree to?

Discussion

3 Work with a partner and discuss the questions.

- 1 To what extent do you think Presnya Taxi's problems are specific to their market?
- 2 Do taxi companies in other cities and countries experience similar difficulties?
- 3 What solutions have they developed?
- 4 What do you think Ally will suggest?

Reading

3 Read Ally and Andrey's notes and add your own suggestions, comments and answers to their questions. Student A look at Ally's ideas on page 115. Student B look at Andrey's notes on page 117.


Discussion

6 With a partner, share Ally's, Andrey's and your own ideas. Sort them into Strategy options, Branding decisions, Partnering decisions and Promotion options, and discuss how feasible and effective each would be.

Strategy options
Branding decisions
Partnering decisions
Promotion options

Simulation

7 In groups, hold meetings to discuss the agenda below and decide on a strategy for Presnya Taxi. Remember to use active listening techniques to ensure that everybody's ideas are given a fair hearing.



PRESNYA TAXI

AGENDA

- 1 *Marketing Strategy.* A new strategy is needed to address a steady fall in turnover in increasingly difficult market conditions.
- 2 *Branding.* The company's brand no longer offers customers an attractive promise.
- 3 *Partnering.* The company wishes to explore opportunities for mutually beneficial partnerships.
- 4 *Promotion.* To support its new strategy and branding, the company requires new promotional ideas.
- 5 *Any Other Business.*

Presentation

8 Present your group's strategy to the class and answer questions.

Internet research

Search for the keywords *mobikes* to find out how this service works. Discuss with a partner how successful it would be in your country.