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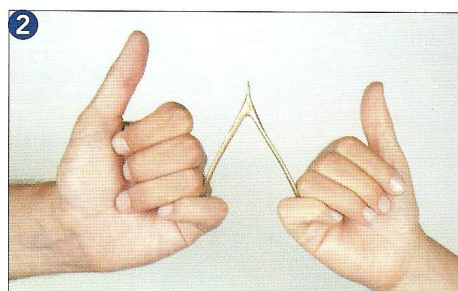
Our products and services

Describe your organisation's products and services

1 Two of these products or services have generated more than a million dollars in sales. Which?



a banana case



a plastic wishbone for vegetarians



a delivery service of cups of tea and coffee



a computer game where players buy and sell virtual farm animals and crops for real cash

2 What's the most useful product or service you've bought this year?

Key language for describing products and services

It's for ...

It's to ...

This means you can / are able to ...

This allows/enables you to ...

This is a new feature.

Compared with / In comparison with ...

The advantage/beauty of this is that ...

We offer ...

With this product/service, you get ...

It's made/composed of ...

It's 60cm long/wide.

It has a length/height/width/depth of ...

They weigh ...

It comes in three sizes/colours.

It has a guarantee/warranty of [period].

The cost price is ...

The retail price is ...

Listening

3 (16.1) Listen to four descriptions of products and services. Which is the speaker describing in each pair?

1 marmalade / mayonnaise

2 an investment account / a current account

3 software / a computer

4 a mobile phone / a 3D camcorder

4 (16.1) Listen again and correct one word in each of these sentences.

- 1 The product needs to be a little creamier for the Spanish market.
- 2 Interest is paid either monthly or yearly, after tax.
- 3 You also get free online advice if you have problems.
- 4 The cost price is very reasonable, just \$950.

Pronunciation Linking 2: /r/

1 (16.2) Listen and notice how the r sound at the end of a word is pronounced to link with a vowel sound at the beginning of the next word.

We take care_of all the problems.
Businesses are_interested in this.
It's for_opening the packaging.

2 (16.3) Listen to and repeat six more examples.

Get ready

5 The sentences below (a–l) describe three products or services. Work with a partner and decide:

- 1 what the three products or services are
 - 2 which sentences describe which product/service.
- a Retired couples are our target market.
 - b They come in several sizes, with the online retail price of €64.90 for a pair.
 - c It's password protected.
 - d Our catalogue includes a wide range of cruises to choose from.
 - e They only weigh 190g, so they're ideal for long-distance cycle races.
 - f It's equipped with both USB and micro-USB connections.
 - g They're extremely strong compared with the competitors' products.
 - h It allows you to store up to 32,000 songs or 40,000 photos.
 - i The customer benefits from a full service: travel, hotel bookings, catering and guided tours.
 - j It's got 130GB of memory, but is only 4cm long.
 - k They're made of super-strength Kevlar, so they last much longer on tough road surfaces.
 - l A new feature this year is the 'tailor-made service', which means you can design your own holiday together with our travel consultants.

Task

6 Describe one of your company's products or services, covering these points.

Product	Service
purpose	purpose
target market	target market
appearance: size, weight, etc.	customer benefits
packaging	development
cost	quality
price	cost
development	price
features and benefits	possible problems
quality	
range	
possible problems	