

EXERCISE 2 Fill in the blanks and read the dialogue.
空欄を埋めて、ダイアログを読みましょう!

Holly Sales fell by 20% ____ ____.
Would ____ like to comment on this?
How can we rectify the _____?

Bill If you ask me,
the _____ for women's _____ started too late this summer.
Let's try to _____ with a 35% discount on everything in stock.

Holly I'm afraid I can't agree.
I _____ that giving a big discount is ____ a good idea.
We will be losing a lot of _____.

Bill What if we make a special offer, such as ____ ____, ____ ____, for half price?
That way we could clear out old inventory and make more room for the ____ ____.

Holly You're absolutely right about that.
It would help get the merchandise ____ ____ more quickly.

Bill Exactly. Why don't we bring it up with the _____?

FOLLOW UP QUESTIONS | 関連情報

Question 1

» Why does Bill think sales went down?

Answer 1

- a. The store offered too big a discount.
- b. Promotional efforts began too late.
- c. There was not enough merchandise in stock.
- d. Customers did not like the summer line.

Question 2

» Why does Bill suggest a special offer?

Answer 2

- a. To gain the regional director's support
- b. To attract younger shoppers
- c. To encourage sales of a new product
- d. To open up space for newer items

EXERCISE 3

Practice speaking using the following scenarios.
それぞれの状況に沿って、スピーキングを練習しましょう!

Talk 1

Since your company implemented flexible weekly schedules for employees, productivity has decreased slightly. At a meeting, ask your colleagues (your teacher) for opinions about this problem.

Talk 2

You work in the marketing department of a children's toy company. One of your teammates (your teacher) thinks that your company should raise the price of educational toys. Disagree with that opinion and say why.

Talk 3

You are leading a meeting about the new network security system your company has installed. The new system requires employees to enter complex passwords in order to access the database. Some employees cannot remember their password, so they write it on a slip of paper and tape it to their computer monitors. One of the meeting participants (your teacher) comments that this makes the new system less secure than the old one. Agree strongly and recommend allowing employees to use simpler passwords.

WORDS & PHRASES | 単・熟語表現の紹介

- » fall / 落ちる » rectify / 修正する、解決する » if you ask me / 言わせてもらえるなら » clear out / 空にする
» inventory / 店内の全商品、在庫 » make room for ~ / ~のスペースを作る » merchandise / 商品
» exactly / その通り、まさしく

HOMEWORK

Writing 1

You are a designer for NEXX, an ad company. You designed a flyer for a hair salon, Perfect Styles. Write an e-mail to the other designers, with a PDF attachment of the flyer. Ask their opinions about it.

Writing 2

You are the head buyer for a clothing store. In an e-mail, one of your junior buyers, Cindy, suggests that the company change suppliers. You disagree because you think the current supplier is doing a good job and you have a good relationship with them. Write a reply to Cindy and explain why you disagree with her suggestion.