

Unit 2 Doing business

In this unit you will learn about advertising, some useful tips about finance and invoices, handy information about networking and business etiquette and also about attending conferences. You will also learn useful words and phrases in English that cover these areas.



Lesson 8 Advertising



In this lesson you will hear a conversation that takes place between Alice Hodges, the marketing director of a furniture and furnishings chain, and Thomas Hubbard, an advertising consultant. Listen to the words and phrases together with their Polish translations, then listen to the dialogue and answer the questions below.

customer base – podstawowi klienci

comprehensive – wyczerpujący

mail order catalogue – katalog wysyłkowy

to browse through – przeglądać, wyszukiwać

retail outlet – punkt sprzedaży detalicznej

professional people – ludzie pracujący zawodowo

stylish furniture – stylowe meble

affordable price – rozsądna cena

advent – nadejście czegoś

to boost sales – znacząco zwiększyć sprzedaż

to post directly – wysłać bezpośrednio

advertising campaign – kampania reklamowa

to place an advert – umieścić ogłoszenie

to be in touch – być w kontakcie

perusal – przeczytanie, przejrzanie czegoś

breakdown of costs – rozłożenie kosztów

Glossary

Match the words with their definitions:

- | | |
|-----------------------|---|
| 1. interior | a) covering completely |
| 2. affordable | b) analysing the expenditure |
| 3. to browse | c) inside, inner |
| 4. comprehensive | d) to choose, to direct one's actions at |
| 5. breakdown of costs | e) to be able to bear the cost, to make available |
| 6. to aim at | f) to look over casually, to access |



A well-known high street furniture retailer has decided to launch a mail order catalogue service in order to broaden its customer base. Listen to the dialogue that takes place between the marketing director Alice Hodges and Thomas Hubbard, an advertising consultant, who has come to discuss their advertising campaign:

- So far we have an average sized customer base with shops throughout the country. What we would like to do is reach further into the market, thus reaching out to non-current customers, therefore expanding our sales. We would like to do this by launching a fully comprehensive mail order catalogue, which allows customers the luxury of browsing through our products without having to come to one of our retail outlets.
- Can you tell me a little about your average customer?
- Yes, we are aiming at the middle classes, preferably professional people with a limited budget. This is our unique selling proposition, we offer stylish furniture and interior items, such as carpets, pictures, throws, plates and mugs etc. at an affordable price. We are hoping that the advent of a mail order catalogue will boost our sales.
- Have you thought about advertising on the web?
- Yes, we have, but that's a project for a later date. We have something in the works, but right now we just want to concentrate on our catalogue service.
- What about distribution channels for your catalogue? Have you given any thought to circulation? I am assuming that they will be available in all your stores. Would you like to post them directly to previous customers? Would you like to send them to potential customers who fit your target, or would you like to send them to both?
- Ideally we want to reach as many potential new customers as possible, so I would like to send catalogues to both current and potential clients through the mail, as well as have them available in our shops.
- Right, what about the advertising campaign for your new catalogue? What type of media would you like to use and where would you like to be seen?

