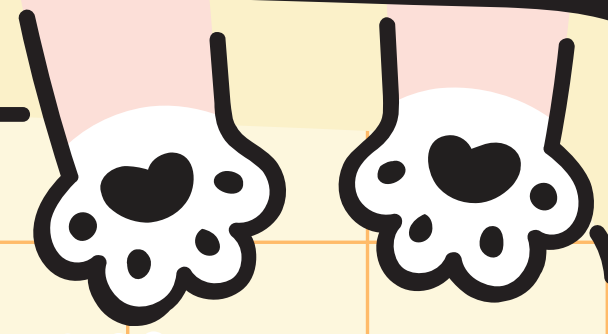
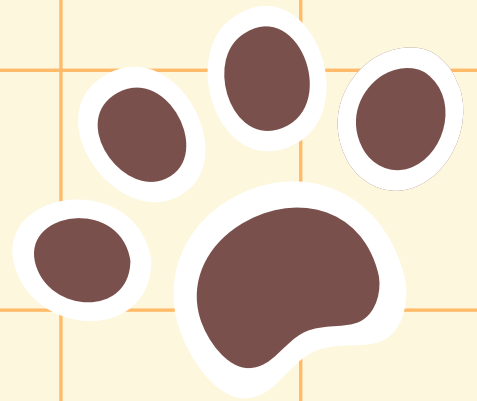




**FUNDAMENTAL ENGLISH FOR
BUSINESS COMMUNICATION
(BUA1307)
NUMBERS, METRICS & PRICE
QUOTES**

**LECTURER: DR. HASSAN RAZA
FMS-SSRU**

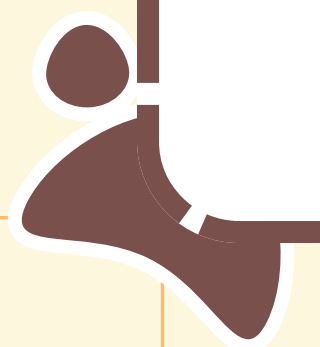




WHY NUMBERS MATTER IN BUSINESS

Businesses use numbers every day – prices, sales, dates, quantities

- Saying numbers clearly avoids costly mistakes (พูดตัวเลขชัดเจนช่วยป้องกันความผิดพลาด)
- Confusing a number can cost money or time (ตัวเลขผิดอาจทำให้เสียเงินหรือเวลา)



READING LARGE NUMBERS

100 = one hundred (หนึ่งร้อย)

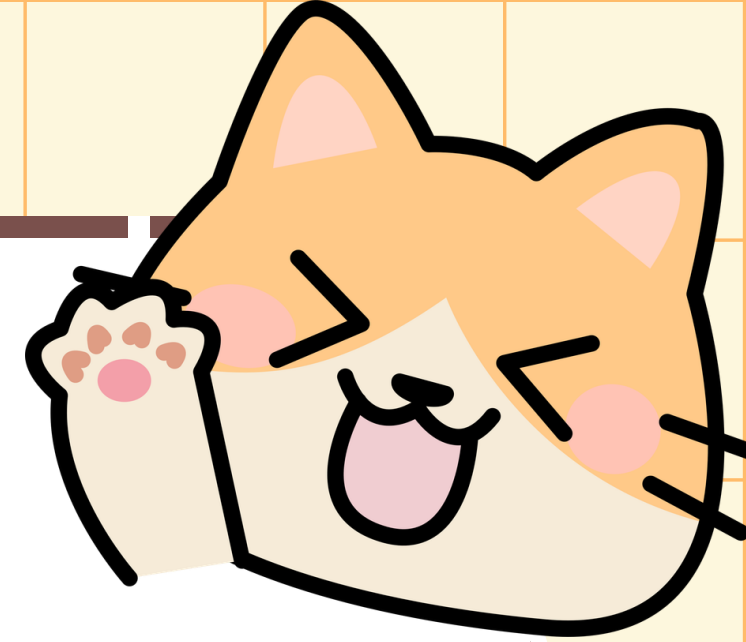
1,000 = one thousand (หนึ่งพัน)

10,000 = ten thousand (หนึ่งหมื่น)

100,000 = one hundred thousand (หนึ่งแสน)

1,000,000 = one million (หนึ่งล้าน)

Note: In English, always group numbers by thousands.



LARGE NUMBERS — PRACTICE

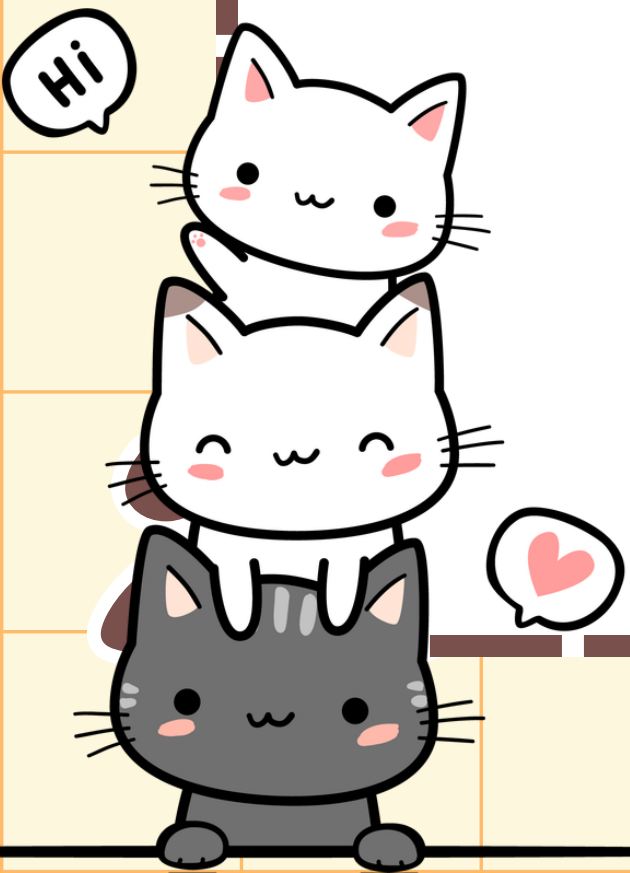
250 → two hundred fifty

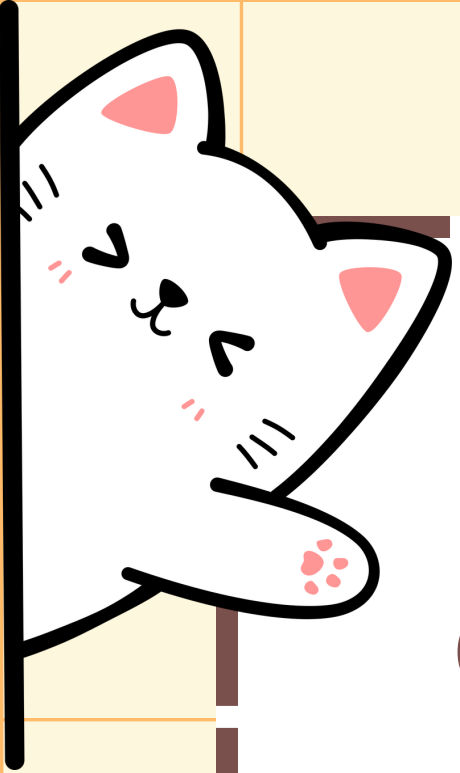
3,500 → three thousand five hundred

45,000 → forty-five thousand

620,000 → six hundred twenty thousand

2,000,000 → two million





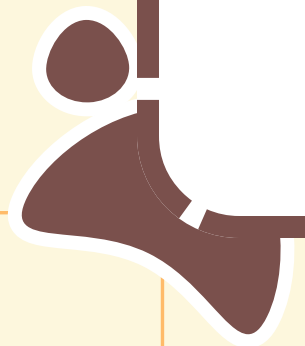
DECIMALS & FRACTIONS

0.5 = zero point five, or a half (ครึ่งหนึ่ง)

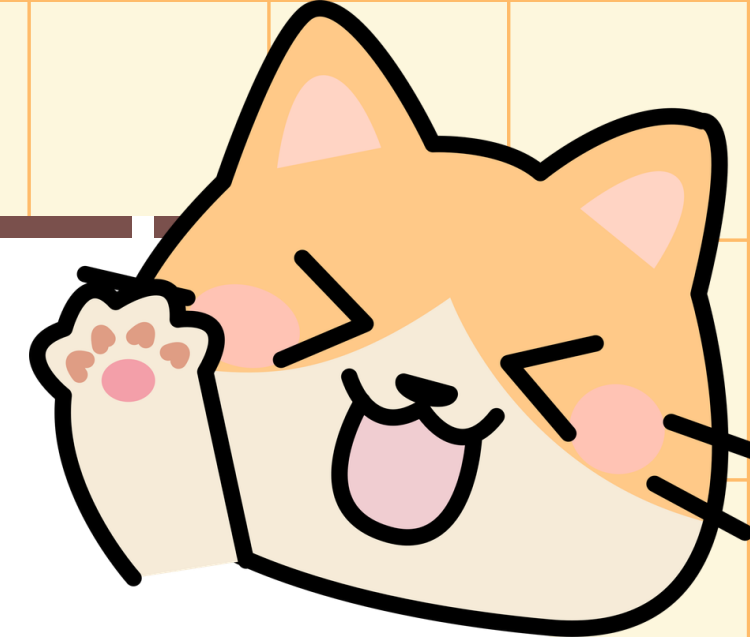
0.25 = zero point two five, or a quarter (หนึ่งในสี่)

0.75 = zero point seven five, or three quarters (สามในสี่)

$1/3$ = one third (หนึ่งในสาม)



DECIMALS & FRACTIONS — PRACTICE



1. "The price is 25.50 baht." (ยี่สิบห้าจุดห้าศูนย์ห้าบาท)
2. "Half of the staff are on leave today." (ครึ่งหนึ่งของพนักงานลาพักวันนี้)
3. "We finished three quarters of the project." (เราทำโครงการเสร็จสามในสี่แล้ว)
4. "One third of customers prefer online payment." (หนึ่งในสามของลูกค้าชอบจ่ายออนไลน์)



PRONUNCIATION PRACTICE

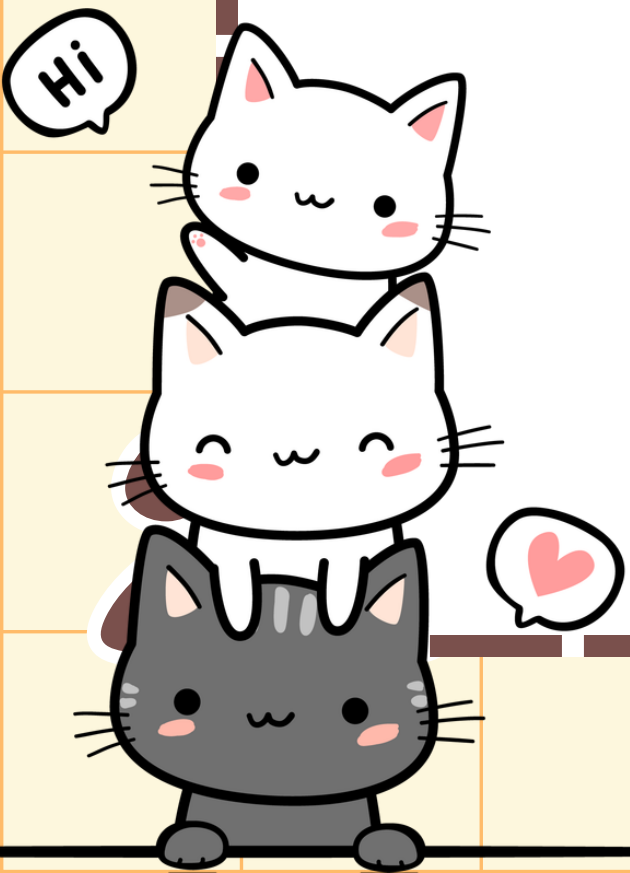
number – NUHM-ber – นัม-เบอร์

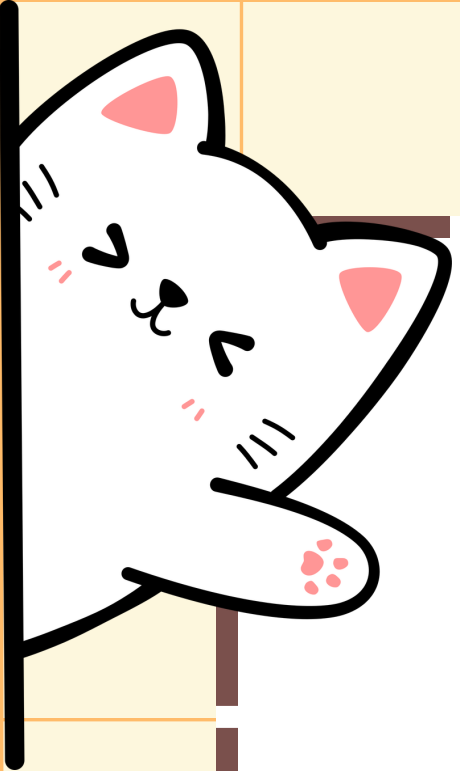
amount – uh-MOUNT – อะ-เมาท์

total – TOH-tuhl – โท-เทีย

figure – FIG-yer – ฟิก-เกอร์

decimal – DES-uh-muhl – เดช-ซี-เมีย





READING PERCENTAGES

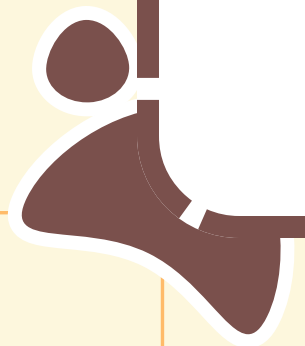
10% = ten percent (สิบเปอร์เซ็นต์)

50% = fifty percent (ห้าสิบเปอร์เซ็นต์)

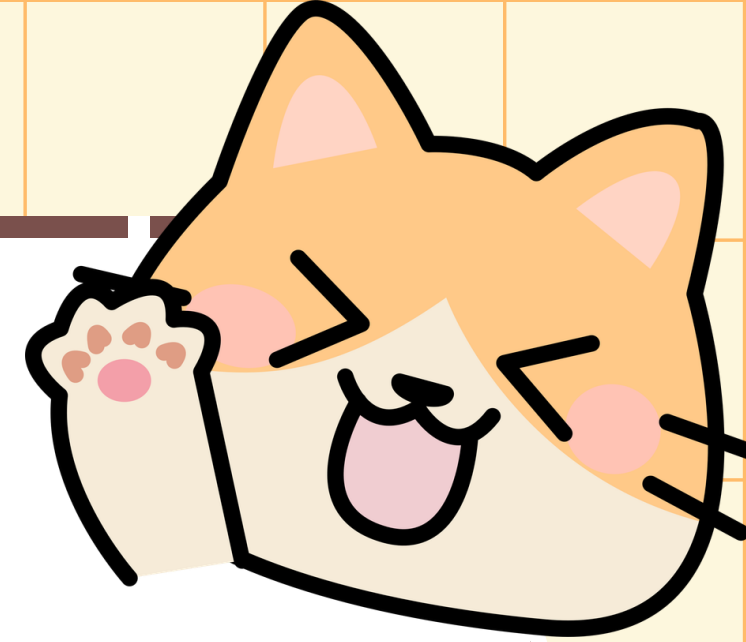
100% = one hundred percent (หนึ่งร้อยเปอร์เซ็นต์)

"a small percentage" (สัดส่วนน้อย)

"a large percentage" (สัดส่วนมาก)



PERCENTAGES — PRACTICE



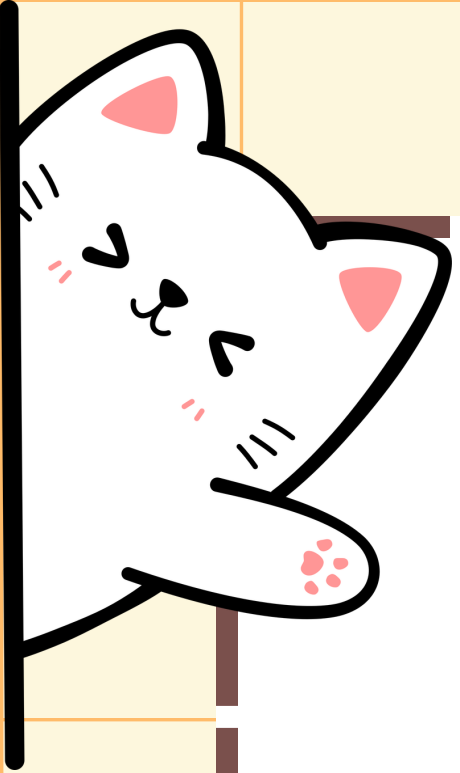
"Sales increased by 15 percent."

"Only 5 percent of customers complained."

"We offer a 10 percent discount."

"The company grew by 20 percent this year."





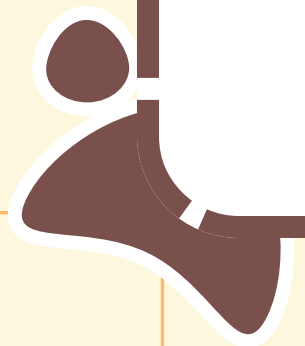
READING PRICES & CURRENCY

100 baht = one hundred baht (หนึ่งร้อยบาท)

1,500 baht = one thousand five hundred baht

\$50 = fifty dollars

Always say the currency name after the number.



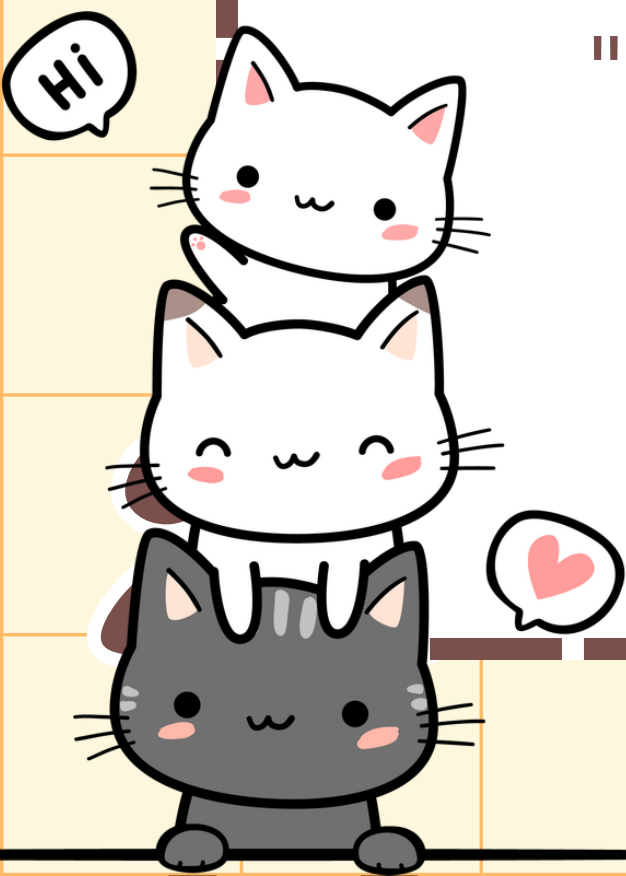
CURRENCY — PRACTICE

"The total is 2,300 baht."

"This costs 15 dollars."

"The price is 99.50 baht."

"Shipping costs an extra 50 baht."



PRONUNCIATION PRACTICE

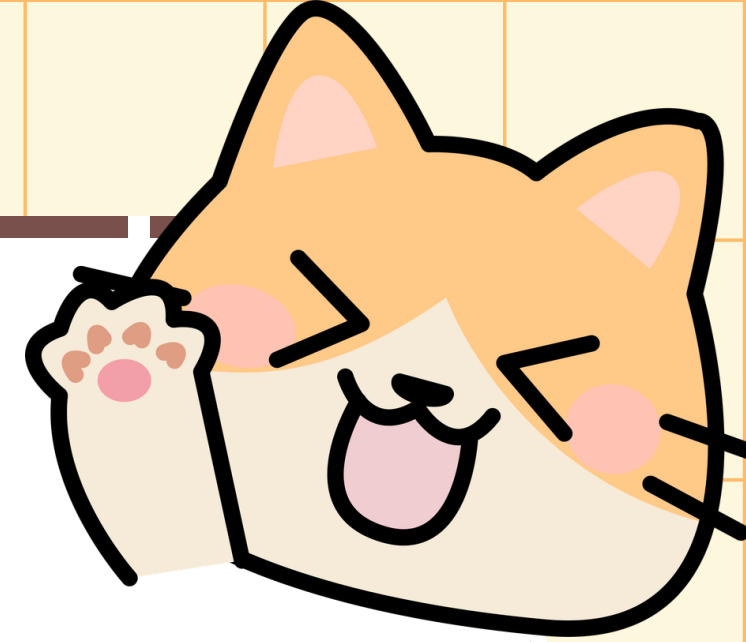
percent — per-SENT — เพอร์-เซ็นต์

currency — KUR-uhn-see — เคอ-เร็น-ซี

baht — BAHT — บาท

dollar — DOL-er — ดอล-ลาร์

discount — DIS-kount — ดิส-เคาท์





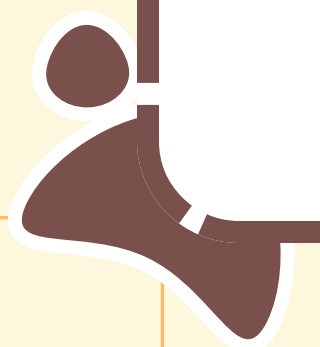
DESCRIBING AMOUNTS CLEARLY

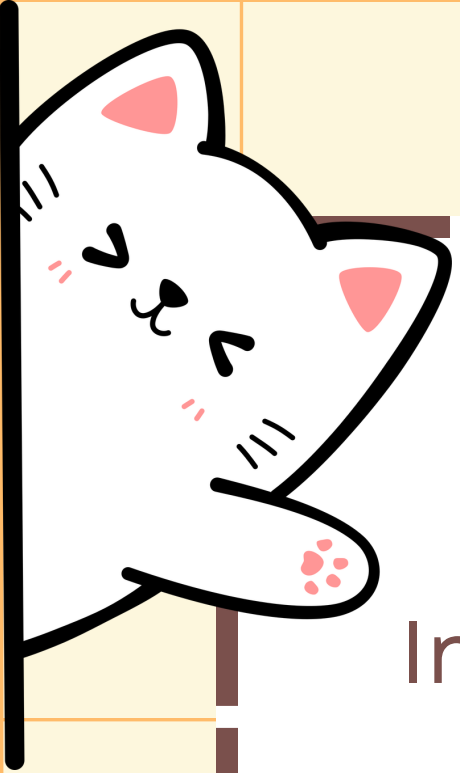
"Total expenses were 200,000 baht." (ค่าใช้จ่ายรวมทั้งหมด)

"The company spent 50,000 baht on marketing."

"The largest expense was salaries."

"The smallest expense was office supplies."



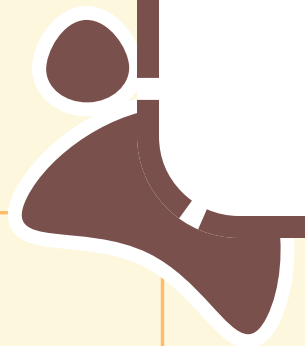


INCREASE/DECREASE VOCABULARY

Increase words: increased, grew, went up (เพิ่มขึ้น)

Decrease words: decreased, dropped, went down (ลดลง)

Stable words: remained stable, stayed the same (คงที่)





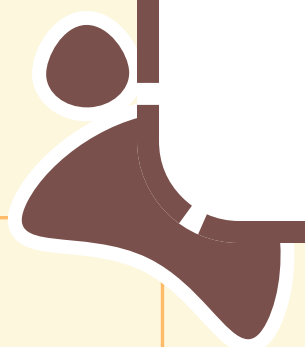
"INCREASED TO" VS "INCREASED BY"

Increased TO = the new total number

"Profit increased to 100,000 baht." (กำไรเพิ่มขึ้นเป็น 100,000 บาท)

Increased BY = the amount of change

"Profit increased by 20 percent." (กำไรเพิ่มขึ้นอีก 20 เปอร์เซ็นต์)



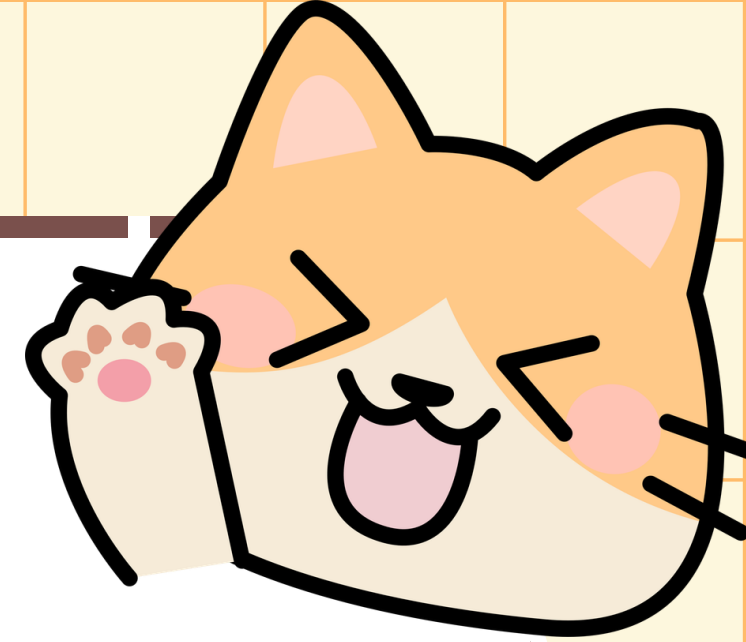
PRACTICE — TO VS. BY

"Sales increased ____ 500,000 baht." (to)

"Sales increased ____ 10 percent." (by)

"Costs decreased ____ 5 percent." (by)

"Costs decreased ____ 80,000 baht." (to)



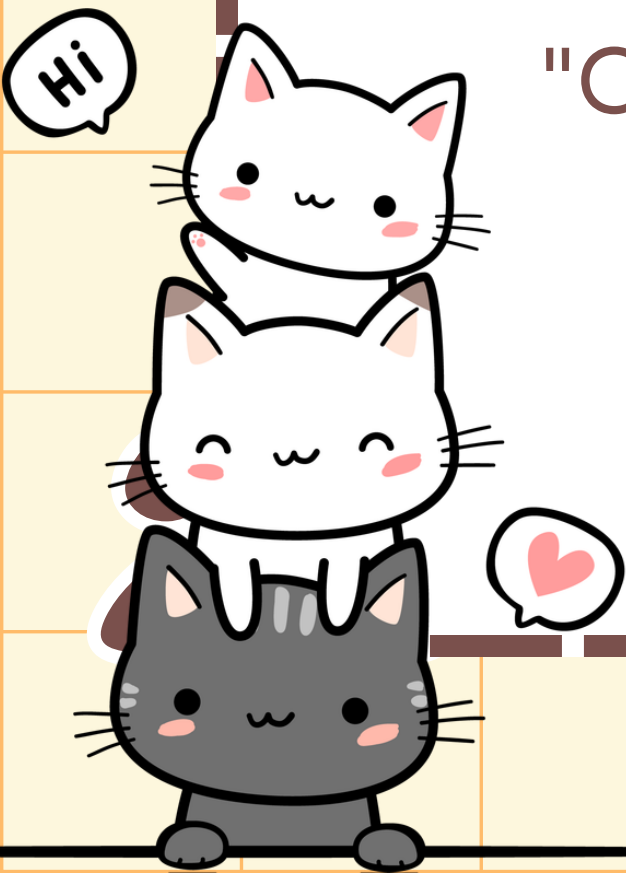
COMPARING DATA

Higher than / Lower than (สูงกว่า / ต่ำกว่า)

Compared to / In comparison with (เมื่อเทียบกับ)

"Expenses were higher than last month."

"Compared to February, costs increased."





TREND WORDS

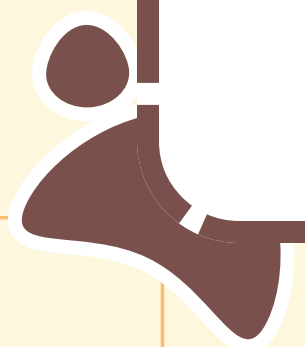
Trend words: gradual increase, sharp decrease, slight growth, significant rise

A: How were sales this month?

B: There was a significant increase in sales.

A: Compared to last month?

B: Yes, sales were higher than last month.



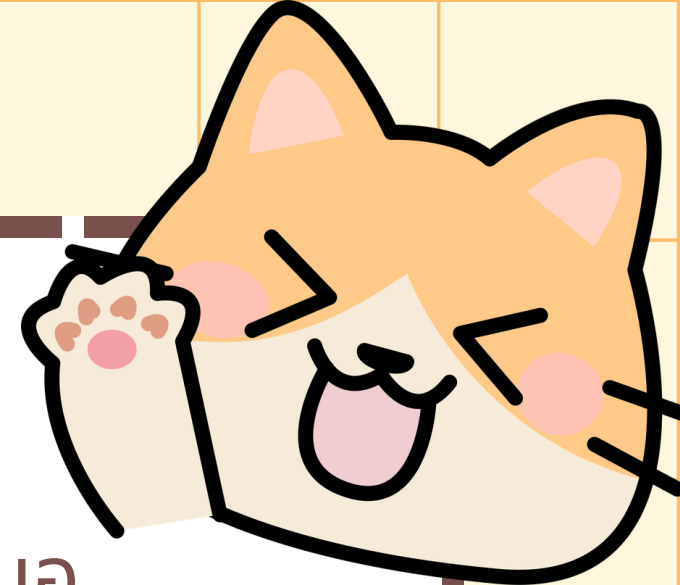
WHAT IS A PRICE QUOTE?

A price quote tells a customer how much something costs (ใบเสนอราคาบอกราคาสินค้า)

It usually includes:

- Item
- Quantity
- Unit price
- Total price

Businesses give quotes before a customer decides to buy.

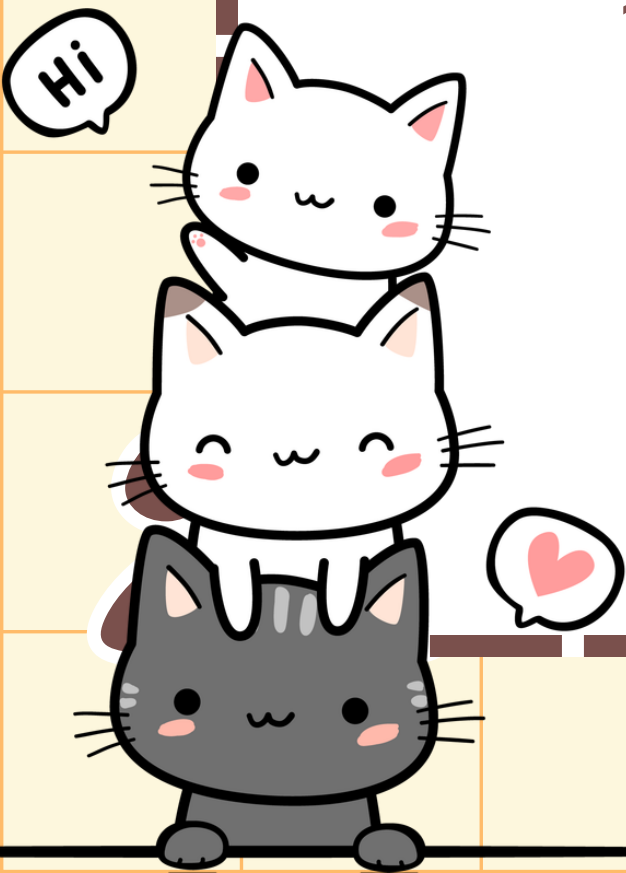


ASKING FOR A PRICE QUOTE

"Could you give me a quote for 100 units?" (ขอใบเสนอ
ราคาสำหรับ 100 ชิ้นได้ไหม)

"How much would this cost for a bulk order?" (สั่ง
จำนวนมากราคาเท่าไร)

"Could you send me a price list?" (ขอรายการราคาได้ไหม)



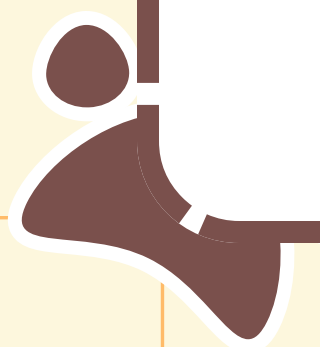


GIVING A PRICE QUOTE

"The price for 100 units is 5,000 baht." (ราคาสำหรับ 100 ชิ้นคือ 5,000 บาท)

"That would come to a total of..." (รวมทั้งหมดเป็น)

"The unit price is 50 baht each." (ราคาต่อหน่วยคือ 50 บาท)



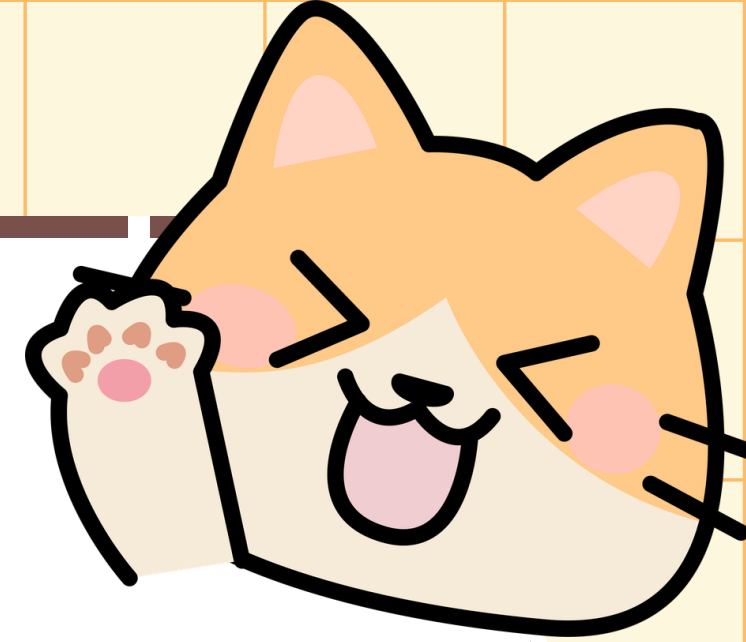
PRICE QUOTE — DIALOGUE

Customer: Could you give me a quote for 200 units?

Supplier: Of course. The unit price is 45 baht each.

Customer: What would that come to in total?

Supplier: That would come to a total of 9,000 baht.



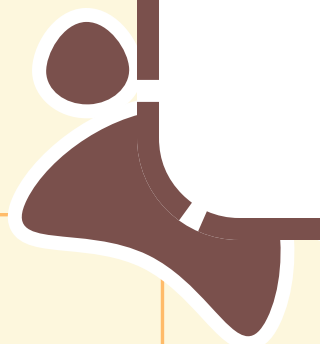


ASKING ABOUT DISCOUNTS

"Is there a discount for bulk orders?" (สั่งจำนวนมากมีส่วนลดไหม)

"Do you offer a discount for early payment?" (จ่ายก่อนกำหนดมีส่วนลดไหม)

"What is the minimum order for a discount?" (สั่งขั้นต่ำเท่าไรถึงจะได้ส่วนลด)



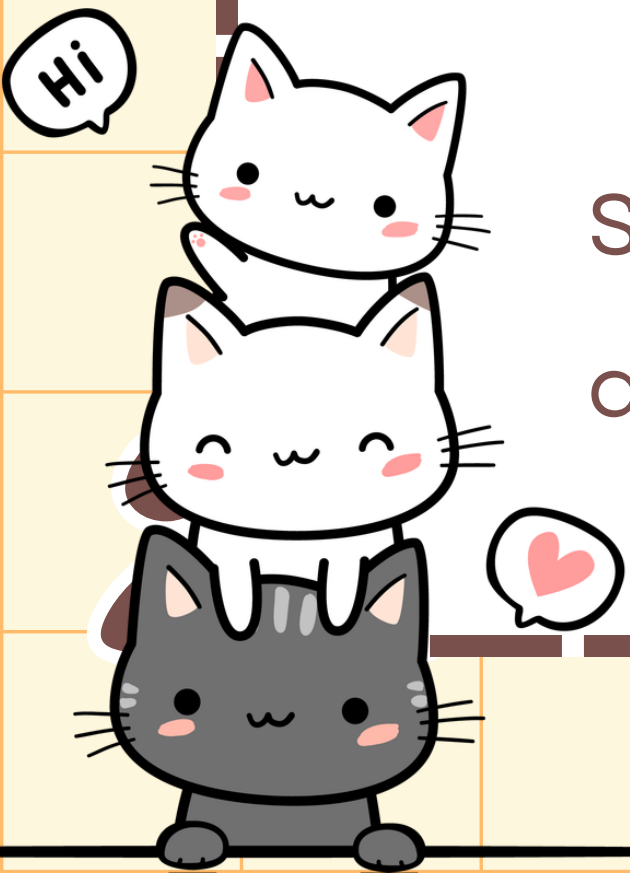
DISCOUNTS — DIALOGUE

Customer: Is there a discount for bulk orders?

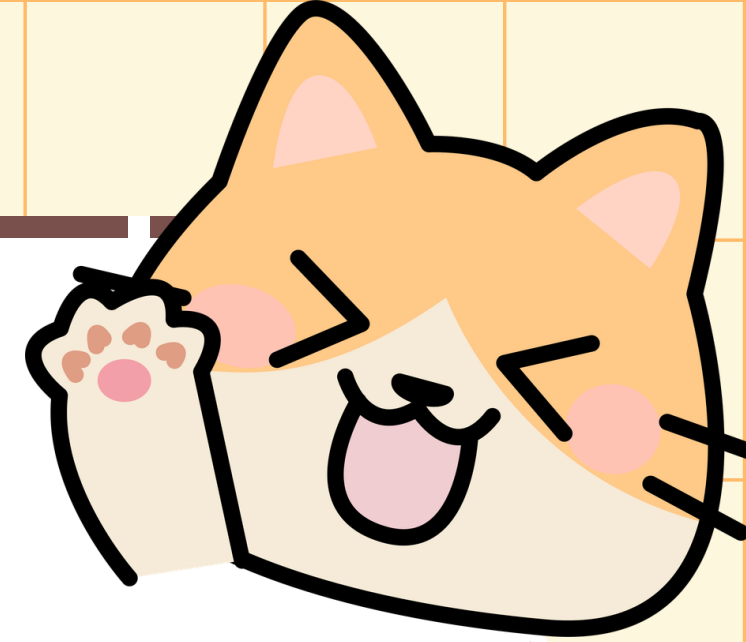
Supplier: Yes, orders over 500 units get a 10 percent discount.

Customer: What about early payment?

Supplier: We offer an extra 5 percent for payment within 7 days.



NEGOTIATING PRICE POLITELY

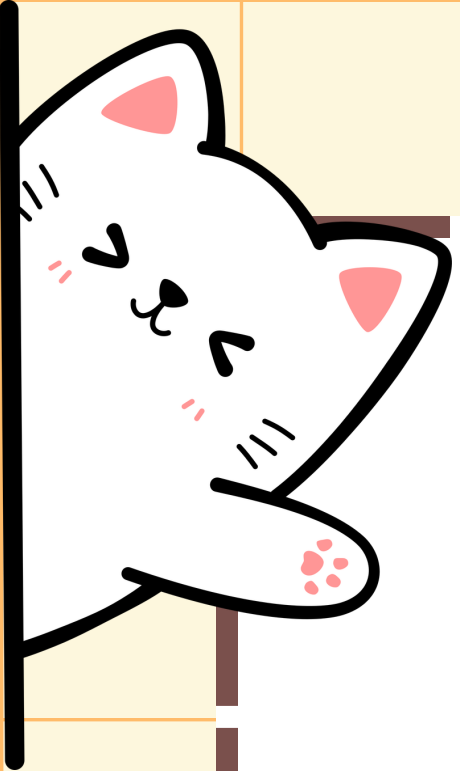


"Is there any room for negotiation?" (พอต่อรองราคาได้ไหม)

"Could you offer a better price?" (ขอราคาที่ดีกว่านี้ได้ไหม)

"Would you consider a lower price for a larger order?" (ถ้าสั่งมากขึ้นลดราคาได้ไหม)





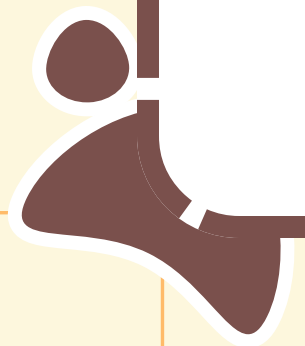
NEGOTIATING — DIALOGUE

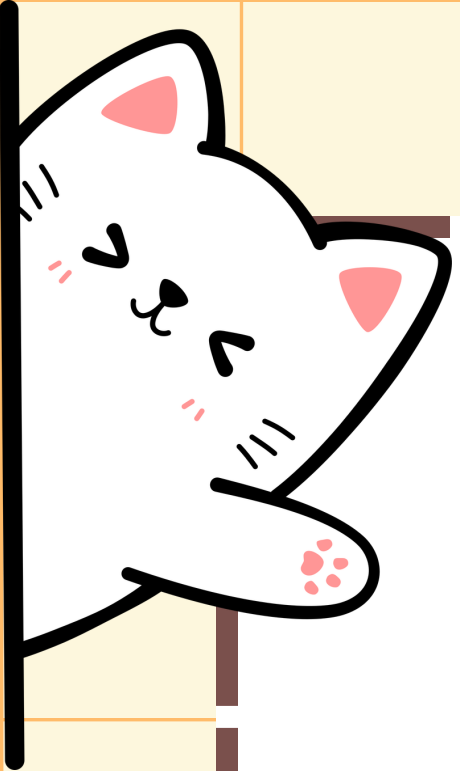
Customer: Would you consider a lower price for a larger order?

Supplier: Let me check. If you order 1,000 units, we can offer 40 baht each.

Customer: That sounds fair. Could you send the final quote?

Supplier: Certainly. I will send it today.





PRONUNCIATION PRACTICE

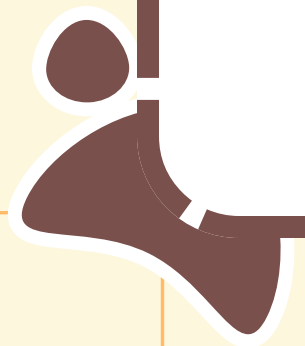
quote – KWOHT – โควท

discount – DIS-kount – ดิส-เคาท์

negotiate – ni-GOH-shee-ayt – นี-โก-ชี-เอท

total – TOH-tuhl – โท-เทียล

amount – uh-MOUNT – อะ-เมาท์





MINI DIALOGUE — PRICE QUOTE

A: Good morning. Could you give me a quote for 300 units?

B: Of course. The unit price is 60 baht each.

A: Is there a discount for bulk orders?

B: Yes, orders over 250 units get a 10 percent discount.

A: That would come to how much in total?

B: That would come to a total of 16,200 baht.

A: That sounds good. Please send the final quote.



PRACTICE DIALOGUE FRAME

A: "Could you give me a quote for ____ units?"

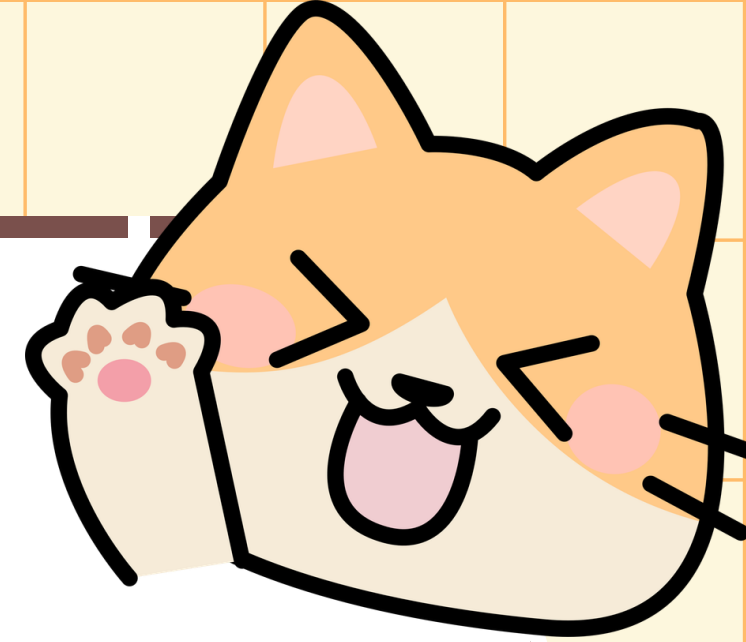
B: "Of course. The unit price is ____ baht each."

A: "Is there a discount for ____?"

B: "Yes, ____."

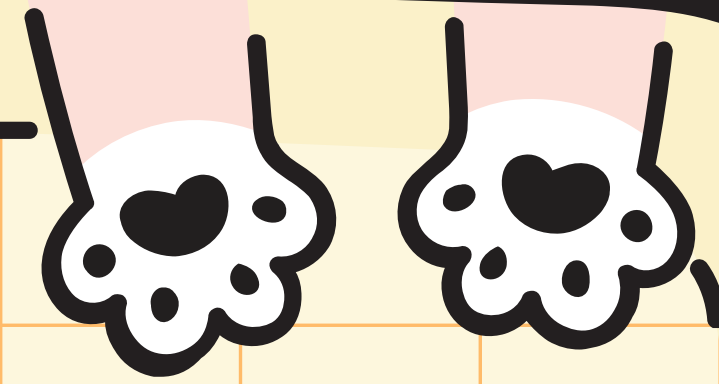
A: "That would come to how much in total?"

B: "That would come to a total of ____."





CLASS ACTIVITY



Goal: Practice asking for and giving a price quote with a discount negotiation.

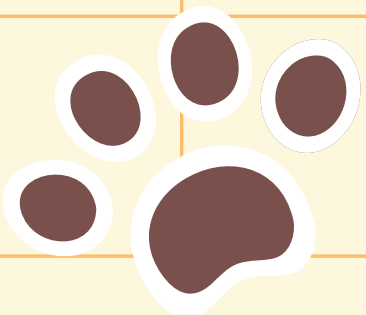
Step 1: Student A (Buyer) chooses a product and quantity.

Step 2: Student B (Seller) gives a price quote using today's phrases.

Step 3: Student A asks about a discount or negotiates the price.

Step 4: Together, agree on a final price.

Step 5: Switch roles and try a new product.



KEY VOCABULARY (1/2)

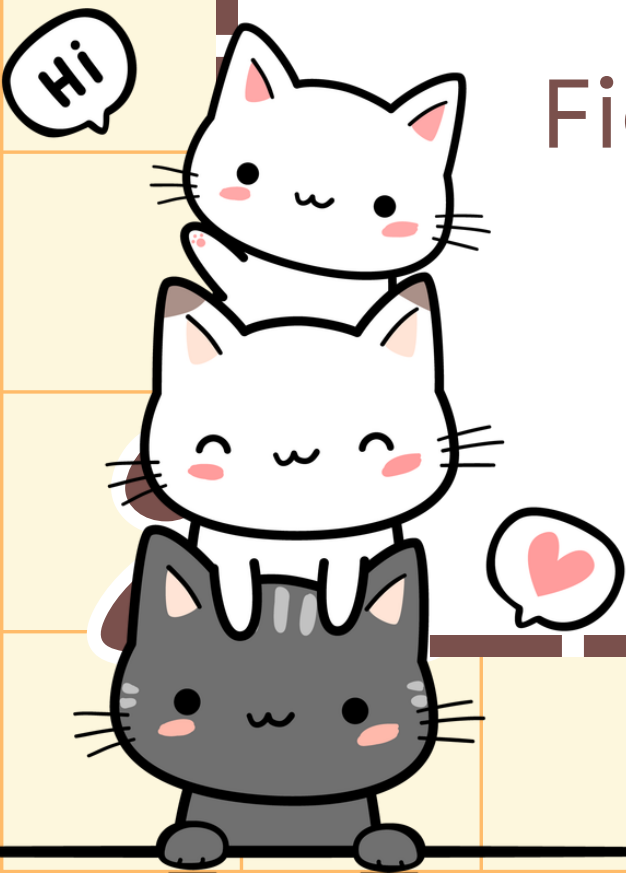
Amount – uh-MOUNT – อะ-เมาท์

Total – TOH-tuhl – โท-เทิล

Percent – per-SENT – เปอร์-เซ็นต์

Currency – KUR-uhn-see – เคอ-เร็น-ซี

Figure – FIG-yer – ฟิก-เกอร์





KEY VOCABULARY (2/2)

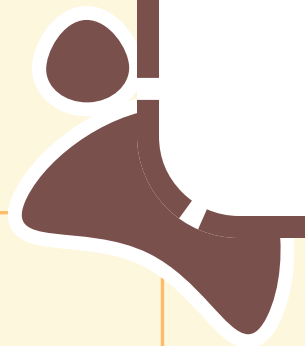
Quote – KWOHT – โควท

Discount – DIS-kount – ดิส-เคาท์

Negotiate – ni-GOH-shee-ayt – นิ-โก-ชี-เอท

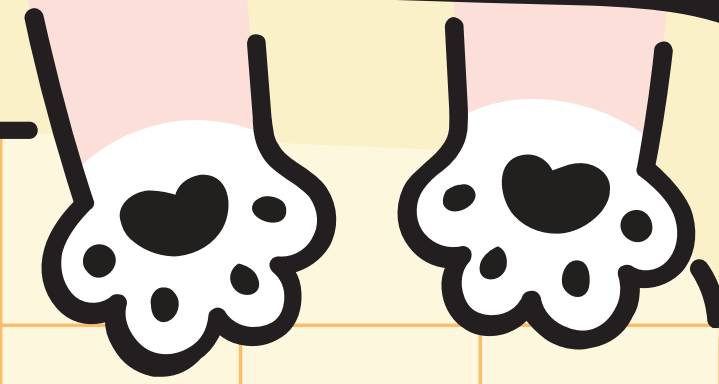
Unit price – YOO-nit price – ยู-นิต ไพร์ซ

Bulk order – BUHLK OR-der – บัลค์ ออร์เดอร์





HOME ACTIVITY



Write a short price quote for a product or service of your choice. Include: item name, quantity, unit price, and total price. Also include one sentence offering a discount. Bring it to share next class.

