

BUSINESS ENGLISH

**PRESENTATION OF
BUSINESS INFORMATION
(PRESENTING
PRODUCTS/SERVICES)**

**LECTURER: HASSAN RAZA
FMS-SSRU**

BUA2144



WHY DO BUSINESSES GIVE PRESENTATIONS?

01

To introduce or promote company or business.

02

To introduce or promote products or services.

03

**To attract customers.
To increase sales.**

04

To inform or persuade investors.

OPENING: GREETING/PURPOSE

- Good morning / afternoon
- Let me introduce myself
- My name is... I am...

Example: *"Good morning, everyone. My name is Somchai. I am the sales manager at ABC Company."*

"Our company is [Name]. We provide/sell/manufacture [simple description] for customers in Thailand."

- *Today, I will present...*
- *The purpose of this presentation is...*

Example: *"Today, I would like to present our latest camera."*



OVERVIEW

1. Product introduction
2. Product features
3. Why choose our product?

First, I will introduce our product. Next, I will talk about its features. Finally, I will explain why you should choose our product."



What is a Product Description?

- Product Description = **การบรรยายผลิตภัณฑ์**
 - Marketing copy that tells customers about a product
 - Explains what the product is and why to buy it

A good product description explains two things: what the product IS and why you should BUY it.

DESCRIBING FEATURES AND BENEFITS

Features = คุณลักษณะ - What the product HAS

Benefits = ประโยชน์ - What the product DOES for you

Product Features:

- High resolution
- Long battery life
- Affordable price

Benefits:

- Take clear photos
- Use all day
- Save money

"This camera has a high resolution and long battery life. You can take clear photos all day without charging. It is also affordable."



Basic Description Structure

Step 1: What is it? - มันคืออะไร?

Step 2: Key features - คุณลักษณะสำคัญ

Step 3: Main benefits - ประโยชน์หลัก

Step 4: Target users - กลุ่มผู้ใช้เป้าหมาย

This structure helps customers understand your product quickly and clearly.



Types of Product Information

- **Physical Description = ลักษณะทางกายภาพ**
 - Size, color, weight, materials
- **Technical Specifications = ข้อมูลจำเพาะทางเทคนิค**
 - Performance, capacity, power
- **Functional Features = คุณสมบัติการทำงาน**
 - What it does, how it works



Common Product Adjectives

Quality: high-quality, premium, superior, excellent

Size: compact, lightweight, portable, spacious

Performance: efficient, powerful, fast, reliable

Design: innovative, modern, stylish, user-friendly



Types of Specifications

Physical Specs: ข้อมูลทางกายภาพ

- Dimensions, weight, materials, colors

Performance Specs: ข้อมูลประสิทธิภาพ

- Speed, capacity, power, efficiency

Technical Specs: ข้อมูลเทคนิค

- Compatibility, connectivity, requirements



Professional Language for Specs

Professional Phrases: **วลีเป็นทางการ**

- "This product features..." - **ผลิตภัณฑ์นี้มีคุณสมบัติ...**
- "Equipped with..." - **ติดตั้งด้วย...**
- "Capable of..." - **สามารถ...**
- "Designed for..." - **ออกแบบสำหรับ...**
- "Compatible with..." - **เข้ากันได้กับ...**

Persuasive Adjectives

Power Words: คำที่มีพลัง

- Premium - **พรีเมียม** = high-end quality
- Revolutionary - **ปฏิวัติ** = game-changing
- State-of-the-art - **ล้ำสมัย** = most advanced
- Exclusive - **พิเศษ** = limited availability
- Professional-grade - **ระดับมืออาชีพ** = professional quality



Benefit-Focused Language

Customer-Focused Phrases: **วลีที่เน้นลูกค้า**

- "Save time with..." - **ประหยัดเวลาด้วย...**
- "Enjoy peace of mind..." - **มีความสุขสบายใจ...**
- "Experience the difference..." - **สัมผัสความแตกต่าง...**
- "Transform your..." - **เปลี่ยนแปลง...ของคุณ**
- "Never worry about..." - **ไม่ต้องกังวลเรื่อง...**

PRESENTING THE PRODUCT OR SERVICE

- This is our new product
- It is... (describe product/service)

Introduce your product with a clear sentence.

Example: "This is our latest camera model. It is designed for high-quality photos and easy use."

KEY DETAILS

What is unique about your product/service? Also explain the details about your product/service.

Unique Selling Point (USP)

Highlight what makes your product or service different from others.

Explaining How it Works

Details of the product and service and how it functions.

Use pictures, charts, or videos to make your explanation clearer.



SUMMARIZING THE MAIN POINTS

- *In conclusion...*
- *To sum up...*

Always finish by summarizing what you have presented.

ENDING THE PRESENTATION

- *Thank you for your attention*
- *If you have any questions, I am happy to answer them*

End politely and invite questions if time allows (or just thank them).

Common Marketing Mistakes

Avoid These Mistakes: หลีกเลี่ยงข้อผิดพลาดเหล่านี้

- ✗ Too much technical jargon - ศัพท์เทคนิคมากเกินไป
- ✗ Focusing only on features - เน้นแต่คุณลักษณะ
- ✗ Exaggerated claims - อ้างเกินจริง
- ✗ No clear benefits - ไม่มีประโยชน์ที่ชัดเจน

EXAMPLE

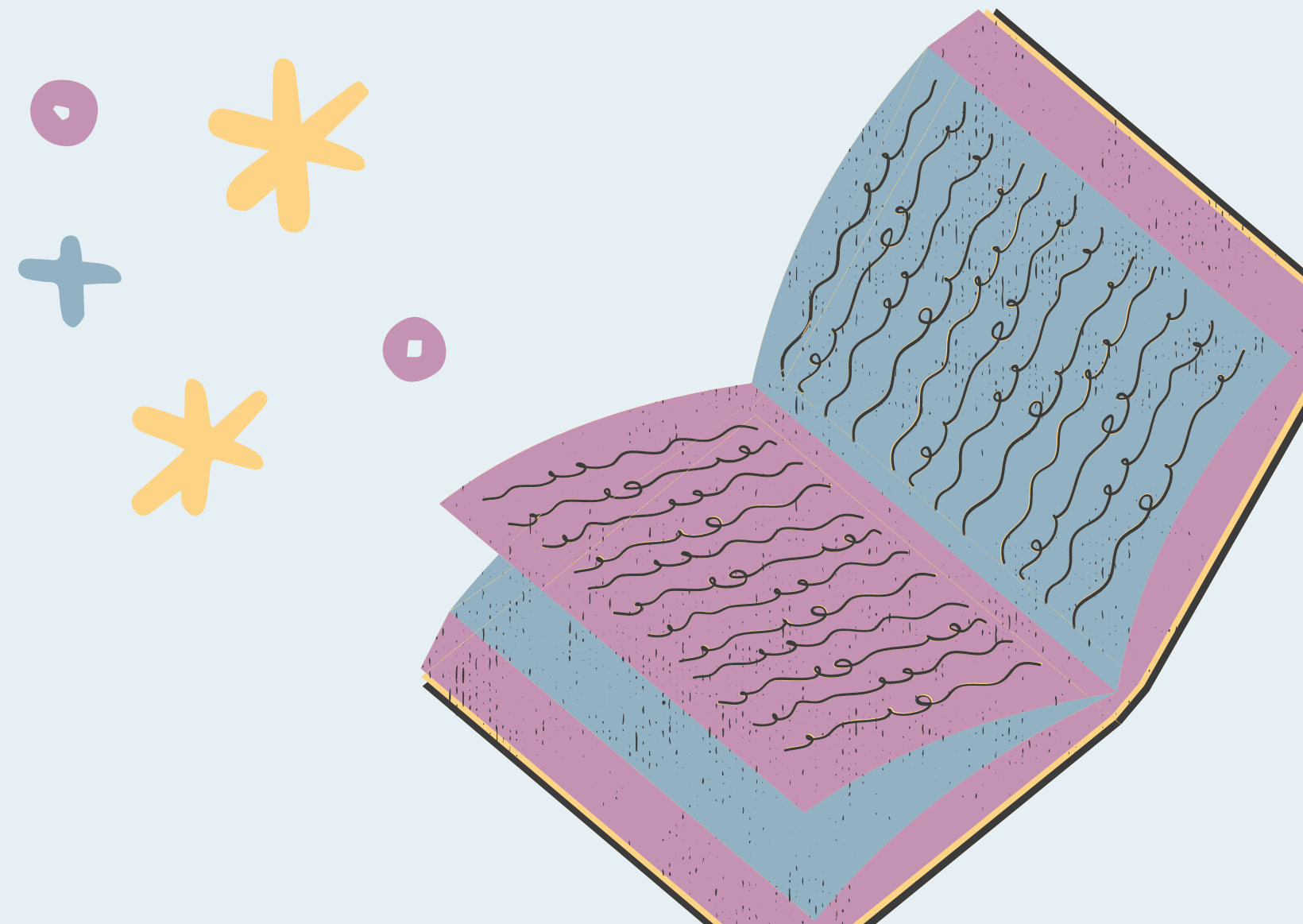
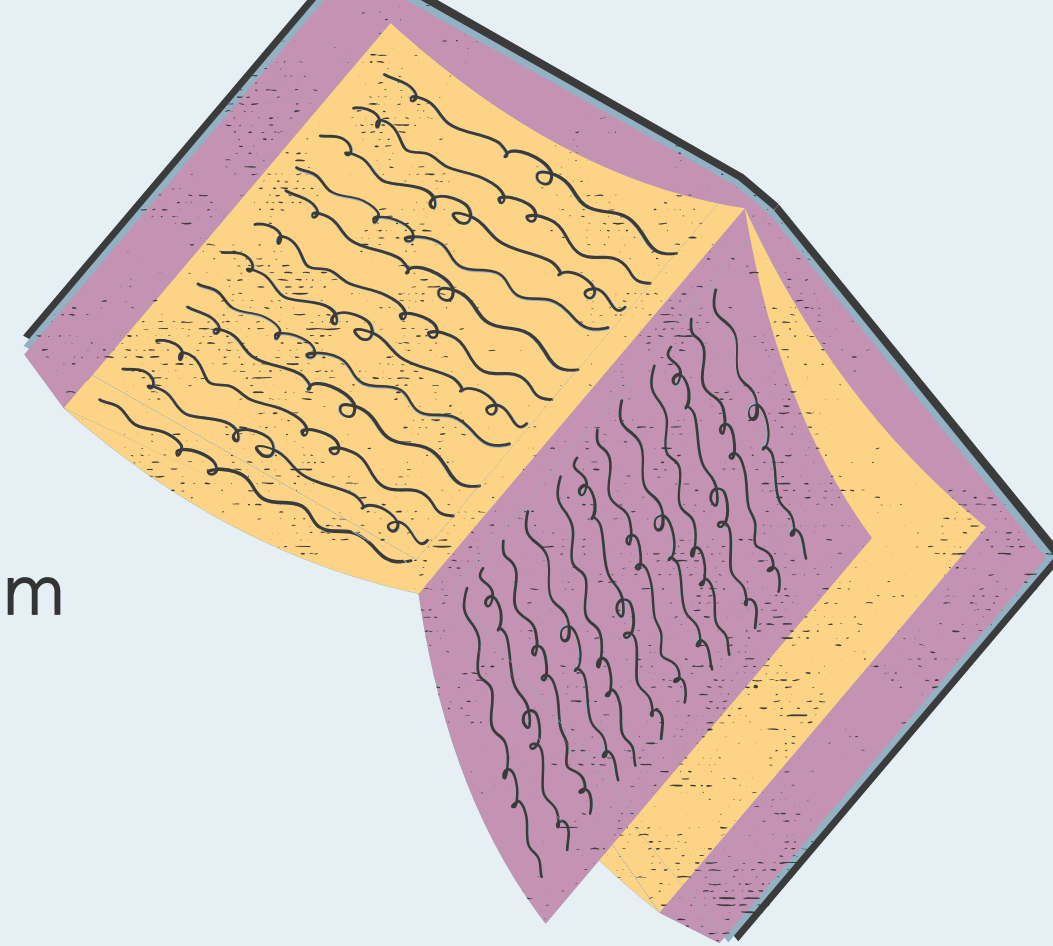
"Good afternoon, everyone. My name is Jan. Today, I am happy to introduce our new water filter."

"This filter is easy to use and helps you save money."

"To use it, just pour in the water and press the button."

"Our filter lasts six months and is very affordable."

"Thank you very much for listening."



ADDiTiONAL DETAiLS

- Price/Packages
- Promotion/Discout
- Loyalty/ Membership Rewards
- Clear refund / Warranty claims policy

KEY VOCABULARY

word	thai_pronunciation	meaning	example
Feature	ฟี-เจอร์	คุณลักษณะ	This phone has many advanced features.
Specification	สเป็ค-กิ-พี-เค-ชั่น	รายละเอียด	Please check the product specifications.
Durable	ติว-รา-เบิล	ทนทาน	This material is very durable.
Efficient	อี-พี-เชียน	มีประสิทธิภาพ	Our product is energy efficient.
Innovative	อิน-โน-เว-ทีฟ	สร้างสรรค์	This is an innovative design.
Portable	พอร์-ท-เบิล	พกพาได้	The device is lightweight and portable.
Reliable	รี-ไล-อา-เบิล	เชื่อถือได้	Our brand is reliable and trusted.
High-quality	ไฮ-ควอ-ลิ-ตี	คุณภาพสูง	We offer high-quality products.
Affordable	อะ-ฟอร์-ดา-เบิล	ราคาไม่แพง	This product is affordable for everyone.
User-friendly	ยู-เซอร์-เฟรนด์-ลี	ใช้งานง่าย	The interface is user-friendly.
Compact	คอม-แพค	กะทัดรัด	This compact design saves space.
Waterproof	วอ-เตอร์-พรูฟ	กันน้ำ	The watch is waterproof.
Lightweight	ไลท์-เวท	น้ำหนักเบา	This laptop is lightweight.
Advanced	แอด-วานซ์	ก้าวหน้า	We use advanced technology.
Compatible	คอม-แพท-ที-เบิล	เข้ากันได้	This software is compatible with all systems.
Eco-friendly	อี-โค-เฟรนด์-ลี	เป็นมิตรกับสิ่งแวดล้อม	Our packaging is eco-friendly.
Dimension	ไดเม็น-ชัน	ขนาด	Please check the product dimensions.

BE CREATIVE
ADD MORE
DETAILS
WHEREVER
POSSIBLE



THE PRACTICE:

Select a Thailand based **small** business, preferably a startup.

Suppose you are representing the business as an employee. Introduce your Business and then product/service covering **all the points** taught in today's lecture.

Present it to the students by speaking in a clear tone and proper pronouciation.