



ENGLISH FOR MARKETING

PRESENTATION OF BUSINESS INFORMATION (PRESENTING PRODUCTS/SERVICES)

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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."*

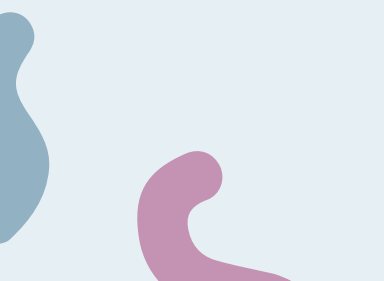




OVERVIEW

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."



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."

A collection of colorful, abstract, curved shapes in shades of blue, yellow, and purple, arranged in a decorative pattern in the top right corner of the slide.

DESCRIBING FEATURES AND BENEFITS

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.”

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).

EXAMPLE

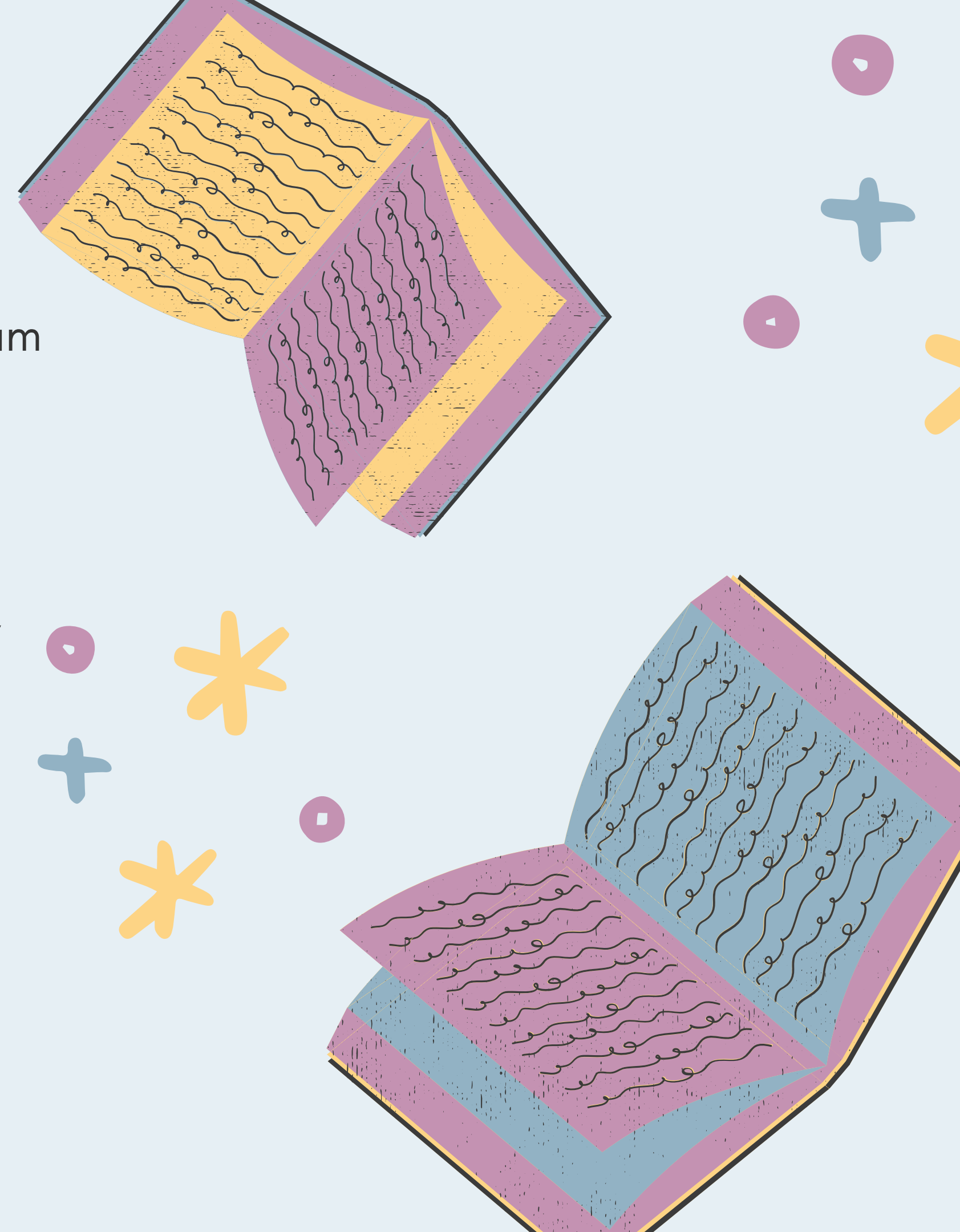
"Good afternoon, everyone. *My name is Jan. Today, I am happy to introduce our new water filter.*"

"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

BE CREATIVE
ADD MORE
DETAILS
WHEREVER
POSSIBLE



THE PRACTICE:

Suppose you are representing your own brand/business.

Introduce your Business and then product/service covering all the points taught in today's lecture.

Printed copy or presentation slides are not required.

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

