



**Unit 1**

# **Business Communication Essentials**



# Lesson 1

## : Introduction to Business English for Entrepreneurs

### Sarah's Startup Journey

Sarah is a *young entrepreneur* who recently launched a *startup* that specializes in handmade organic skincare products. She is passionate about *natural ingredients* and aims to promote *sustainable beauty* through her brand. To succeed in her business, Sarah needs to communicate effectively with different groups: **suppliers**, **investors**, and **customers**.

First, she contacts **suppliers** to source high-quality *organic raw materials* such as aloe vera, coconut oil, and lavender. She discusses *pricing*, *delivery schedules*, and *product specifications* with them in English. Clear and polite communication helps her build *strong business relationships*.

Next, she prepares *presentations* and *business proposals* for **investors**. These documents explain her *business model*, *marketing strategy*, and *financial projections*. She uses persuasive language to show why her business is *worth investing in*.

Finally, Sarah connects with **customers** through her website and social media. She writes product descriptions, answers questions, and handles *customer feedback* in English. She also sends *newsletters* and *promotional messages* to increase *brand awareness* and boost *sales*.

By practicing English in these real business situations, Sarah is building her *communication skills* and growing her confidence as a global entrepreneur.



#### Key Learning Points:

1. Why English is essential for business success
2. Differences between everyday English and Business English
3. Common business communication situations (emails, meetings, negotiations)



## Grammar Focus : Present Simple vs. Present Continuous

Sub + V1 s/es +...

Sub + (is/am/are) V ing +...

Exercise: Fill in the blanks using the correct form of the verb.

1. Sarah \_\_\_\_\_ (own) a skincare brand.
2. Right now, she \_\_\_\_\_ (meet) with a potential investor.
3. She \_\_\_\_\_ (send) product samples to influencers every month.
4. At the moment, she \_\_\_\_\_ (negotiate) a deal with a distributor.



## Lesson 2

# : Understanding Key Business Vocabulary and Phrases

 Key Vocabulary:



## Revenue

= The total money earned by a business

## Profit margin

= The percentage of revenue that is profit

## Investment

= Money put into a business to make a profit

## Stakeholder

= Anyone affected by the business

Ex. investors, employees, customers

## Market research

= The process of analyzing customer needs  
and industry trends

Revenue

Profit margin

Stakeholder

Investment

Market research



**Exercise:** Match the terms to the correct definitions.

1. \_\_\_ The amount of money a company makes before expenses
2. \_\_\_ A person or group with an interest in a business
3. \_\_\_ The difference between revenue and expenses
4. \_\_\_ The study of consumer behavior and trends
5. \_\_\_ Funds used to start or expand a business



## Grammar Focus: Modal Verbs for Business Communication

- **Can/Could** →
- **Must/Have to** →
- **Should/Would** →



**Exercise:** Choose the correct modal verb.

1. Entrepreneurs \_\_\_\_\_ (must/can) be adaptable to market changes.
2. \_\_\_\_\_ (Could/Must) you provide me with your latest product catalog?
3. You \_\_\_\_\_ (should/would) focus on customer service to increase sales.





## Entrepreneur

A person who starts and runs a business, taking on financial risks in the hope of profit.

## Startup

A newly established business, often focused on innovation and growth.

## Suppliers

People or companies that provide goods or services to another business.

## Investors

People or organizations who provide money to a business with the hope of earning a return.

## Customers

People who buy goods or services

## Natural ingredients

Substances found in nature and used in products without synthetic chemicals.





## **Sustainable beauty**

Beauty products and practices that are environmentally friendly and ethical



## **Pricing**

The process of setting a price for a product or service.



## **Delivery schedule**

A timetable that shows when products will be delivered.



## **Business proposal**

A formal document outlining a business idea, strategy, and plan to attract investors.



## **Marketing strategy**

A plan for promoting and selling products.

## **Financial projections**

Estimates of future income, expenses, and profits.



# FEEDBACK

## **Brand awareness**

How well people recognize or remember a brand.

## **Customer feedback**

Opinions and comments from customers about a product or service.

## **Newsletter**

A regularly sent email or document to inform subscribers about updates, news, or promotions.

## Lesson 3

# Active Listening Techniques for Business Settings



Grammar Focus



**Exercise:** Convert the sentences into reported speech.

1. The CEO said, "We need to improve our marketing strategy."
2. The supplier said, "We can offer a 10% discount."
3. The client asked, "Can you deliver by next Friday?"



## Lesson 4

# Reading Comprehension Strategies for Business Articles



Sample Business Article:



### ***Digital Marketing in Business Today***

*Digital marketing is changing the way companies connect with customers. Unlike traditional methods, digital tools allow businesses to reach people online—anytime, anywhere. Companies that use **social media**, **search engine optimization (SEO)**, and **email marketing** can grow faster and gain a **competitive advantage**.*

***Social media platforms** like Facebook, Instagram, and TikTok help brands interact with their audience in real-time. Through creative posts and videos, companies can share product news, answer questions, and build **customer loyalty**.*

***SEO**, or search engine optimization, is a strategy that helps websites appear higher in Google search results. This brings more visitors to a website and increases the chances of making a sale.*

***Email marketing** allows businesses to send messages directly to customers. These emails might include updates, promotions, or special offers. When done well, email campaigns help keep customers interested and engaged.*

*Another powerful tool is **data analytics**. It helps companies **track customer behavior**—what people click on, what they buy, and how often they return. By studying this data, businesses can improve their marketing and better meet customer needs.*

*In today's digital world, using these strategies is essential for **marketing success**.*



**Exercise:** Answer the following questions.

1. What are three important digital marketing tools mentioned?
2. How does data analytics help businesses?
3. What does the phrase "**competitive advantage**" mean?





## Competitive advantage

Something that makes a company better than others in the same market



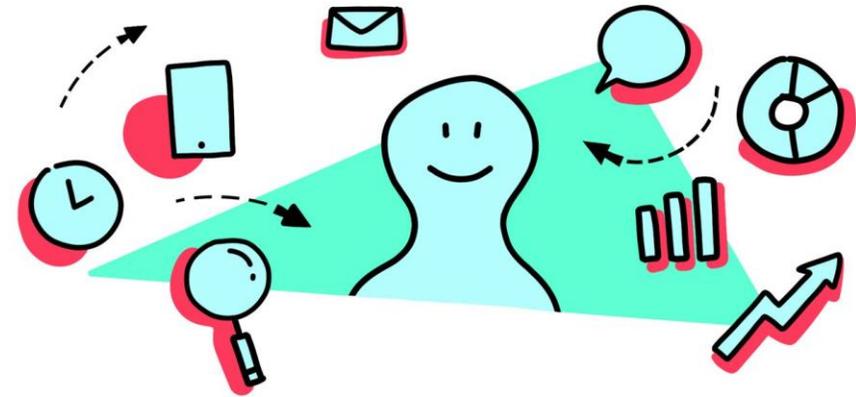
Example: in PFD.

## Customer loyalty

When customers continue buying from a company because they trust the brand.

## Promotions

Special deals or discounts to encourage customers to buy.



## Data analytics

The process of analyzing data to gain useful business insights.

## Track customer behavior

To observe and record how customers interact with a business (e.g., clicks, purchases).

## Marketing success

Achieving goals in promoting and selling a product or service.

# Final Task

## Business Case Study & Writing Exercise



### ✓ Use Business Vocabulary + Grammar Structures:

- Present Simple & Continuous
- Modal Verbs
- Reported Speech
- Relative Clauses

#### Example Email:

**Subject:** Inquiry About Organic Product Supply

**Dear Mr. Smith,**

I hope you are doing well. My name is [Your Name], and I am the founder of [Your Company].

We are launching a subscription box service that delivers organic food to customers.

I am interested in your product range and pricing. Could you please provide details on bulk discounts and delivery terms? Additionally, we must ensure that all products are certified organic.

I look forward to your response. Thank you for your time.

**Best regards,**

[Your Name]

[Your Contact Information]

# Conclusion



## Case study 1

### Case Study: Anna's Startup Journey

Anna, a young entrepreneur, had always dreamed of starting her own eco-friendly fashion brand. She had a great product idea—sustainable clothing made from recycled materials—but struggled to communicate effectively with potential investors and suppliers. During her first pitch meeting, she realized she lacked the right business vocabulary to explain her brand's value proposition clearly. Some investors found her presentation confusing, while suppliers misunderstood her pricing negotiations.

Determined to improve, Anna enrolled in a Business English course. She learned essential business phrases, practiced active listening, and improved her ability to read contracts and market reports. A few months later, she confidently presented her revised pitch, using clear and professional language. This time, investors responded positively, and she successfully secured funding to launch her brand. Anna's journey highlights how mastering Business English can help entrepreneurs build strong professional relationships and grow their businesses.

### Discussion Questions:

1. How did Anna's lack of Business English skills affect her startup?
2. What role did active listening and vocabulary improvement play in her success?
3. How can effective communication benefit an entrepreneur in the digital world?



# Grammar for Entrepreneurs: Essential Rules for Effective Business Communication

## 1. Subject-Verb Agreement

### \* Singular Subjects (Use Singular Verbs)



**Correct:** The manager **approves** the budget every quarter.



**Incorrect:** The manager **approve** the budget every quarter.

### \* Plural Subjects (Use Plural Verbs)



**Correct:** Entrepreneurs **face** many challenges in a competitive market.



**Incorrect:** Entrepreneurs **faces** many challenges in a competitive market.

### \* Subjects with "Each," "Everyone," or "Every" (Use Singular Verbs)

Has / Have , is am are , -es / s

## Grammar for Entrepreneurs: Essential Rules for Effective Business Communication

### 1. Subject-Verb Agreement

#### \* Subjects with "Either/Neither" (Use Singular Verbs)

✓ **Correct:** Neither the CEO nor the manager **supports** the plan.

✗ **Incorrect:** Neither the CEO nor the manager **support** the plan.

✓ **Correct :** Either the supplier or the manufacturer **delivers** the materials.

✗ **Incorrect :** Either the supplier or the manufacturer **deliver** the materials.

#### \* Subjects with "And" (Use Plural Verbs)

✓ **Correct :** The CEO and the marketing director **discuss** the budget.

✗ **Incorrect :** The CEO and the marketing director **discusses** the budget.

✓ **Correct :** Quality and customer satisfaction **are** our priorities.

✗ **Incorrect :** Quality and customer satisfaction **is** our priorities.

## 2. Correct Use of Tenses

Example on



- Present Simple (For Facts, Routines, and General Truths)

**Sub + V1.es/s + ...**

- Past Simple (For Completed Actions in the Past)

**Sub + V.2 + ...**

✓ **Correct:** The company **launched** its first product in 2020.

✗ **Incorrect:** The company **launches** its first product in 2020.

- Future Simple (For Plans and Predictions)

**Sub + will V. + ...**

✓ **Correct:** Our business **will expand** internationally by 2025.

✗ **Incorrect:** Our business **expands** internationally by 2025.



## 2. Correct Use of Tenses

- Present Continuous (For Actions Happening Now or Near Future Plans)

Sub + is/am/are+ V.ing + .....

 **Correct:** She **is preparing** a presentation for the business meeting.

 **Incorrect:** She **prepares** a presentation for the business meeting.

### 3. Proper Use of Articles (**a**, **an**, **the**)

\* Using "A" or "An" (Indefinite Articles) for General or Unspecific Things

**a** new strategy

**an** idea to improve customer service

**an** important presentation

**The** project manager

**The** email

**The** award for best customer service.

Do not use **a, an, or the** with **uncountable nouns** when speaking generally



**Correct:** We provide **training** for all new employees.



**Incorrect:** We provide **a training** for all new employees.

Example on



## 4. Commonly Confused Words

### 4.1. Your (possessive) vs. You're (you are)



**Correct:** Is this **your** final decision on the project?



**Incorrect:** Is this **you're** final decision on the project?



**Correct:** **You're** responsible for managing the budget. (*= You are responsible.*)



**Incorrect:** **Your** responsible for managing the budget.

### 4.2. Their (possessive) vs. There (place) vs. They're (they are)



**Correct:** The investors liked **their** proposal. (*Possessive – belongs to them.*)



**Incorrect:** The investors liked **there** proposal.



**Correct:** The meeting will be held **there** at 3 PM. (*Location.*)



**Incorrect:** The meeting will be held **their** at 3 PM.

Example on



## 4. Commonly Confused Words

### 4.3. Its (possessive) vs. It's (it is)



**Correct:** It's important to review the financial report before the meeting. (= *It is important.*)



**Incorrect:** Its important to review the financial report before the meeting.

### 4.4. Then (time) vs. Than (comparison)



**Correct:** Our profits are higher **than** last year. (*Used for comparison.*)



**Incorrect:** Our profits are higher **then** last year

### 4.5. Affect (verb – to influence) vs. Effect (noun – the result)



**Correct:** The new advertisement had a strong **effect** on brand awareness. (*Result.*)



**Incorrect:** The new advertisement had a strong **affect** on brand awareness.

## 5. Professional Email Etiquette



**Correct:** "Dear Mr. Smith, I am writing to discuss our collaboration opportunity."



**Incorrect:** "Dear Mr. Smith, **i am** writing to discuss our collaborate opportunity."

Mastering these grammar rules can help entrepreneurs communicate clearly and professionally, leading to better business relationships and opportunities.

### Practice Task:

Rewrite this sentence with correct grammar:

*"Entrepreneurs need strong communication skills because it help them to build trust with clients."*

Read more



# Listening & Speaking for Business



## Lesson 1 :

# Engaging in Small Talk and Professional Networking

💡 **Key Vocabulary & Phrases:**

✅ **Starting a conversation:**  
*"How's business going for you?"*

✅ **Keeping the conversation going:**  
• *"That sounds interesting. Can you tell me more?"*

✅ **Ending a conversation politely:**  
• *"I'd love to continue this conversation. Here's my card."*



## Small Talk and Professional Networking

# Introduction and The Importance of Small Talk in Networking

- ✓ Build trust and establish a friendly atmosphere.
- ✓ Create opportunities to exchange valuable business insights.
- ✓ Help professionals identify common interests and potential collaborations.

**Many successful business relationships start with simple conversations that grow into long-term partnerships.**

### **Grammar Focus: Present Perfect for Experiences**

- Used to talk about experiences without specifying when they happened:
  - *"I **have worked** in marketing for five years."*
  - *"She **has attended** many networking events."*



## Exercise: Present Perfect for Experiences in Small Talk

Read the paragraph below and fill in the blanks with the correct form of the **present perfect tense** of the verbs in parentheses.

### Paragraph:

I \_\_\_\_\_ (travel) to many countries in Asia, but I \_\_\_\_\_ (never/visit) Japan. My friend, Lisa, \_\_\_\_\_ (go) there twice, and she \_\_\_\_\_ (tell) me amazing stories about it. She \_\_\_\_\_ (try) sushi from a traditional Japanese restaurant, and she says it's the best food she \_\_\_\_\_ (ever/eat).

Recently, I \_\_\_\_\_ (start) learning some basic Japanese phrases because I really want to go there someday. I also \_\_\_\_\_ (meet) a few Japanese tourists in my city, and they \_\_\_\_\_ (teach) me some cultural tips. It's interesting because I \_\_\_\_\_ (always/enjoy) learning about new cultures.

Besides that, I \_\_\_\_\_ (have) some other exciting experiences. I \_\_\_\_\_ (ride) a camel in Egypt, and I \_\_\_\_\_ (see) the pyramids. But I \_\_\_\_\_ (never/go) to South America, and I hope to visit soon!



## Lesson 2 :

# Listening for Key Points in Business Conversations



### Listening Exercise



**Exercise:** Answer the following questions based on the conversation.

1. What was the percentage increase in sales?
2. What was the best-selling product?
3. What problem did the company face?
4. What is the company's future plan?



### Grammar Focus: Passive Voice in Business Reports

- Used to focus on the action rather than the person doing it
  - "Sales *were increased* by 15%."
  - "A new marketing strategy *was implemented* last quarter."



**Exercise:** Rewrite the following sentences in the passive voice.

1. The company launched a new product last month.
2. The marketing team designed the advertising campaign.
3. Our suppliers caused the shipment delays.

## Lesson 3 :

# Expressing Opinions and Ideas Clearly



### Key Phrases for Expressing Opinions:



#### Giving your opinion:

- *"I believe that expanding into a new market is a great opportunity."*
- *"In my opinion, we should focus on improving our local operations first."*



#### Agreeing or disagreeing professionally:

- *"I completely agree with you on that point."*
- *"I see your point, but I think we should consider other factors."*



#### Making suggestions:

- *"We might want to conduct more research before making a decision."*
- *"Have you considered partnering with a local distributor?"*



**Exercise:** Complete the sentences with appropriate expressions.

1. \_\_\_\_\_, investing in digital marketing will increase sales. (Giving an opinion)
2. \_\_\_\_\_, but I think we need a bigger budget. (Disagreeing politely)
3. \_\_\_\_\_ partnering with influencers to boost brand awareness? (Making a suggestion)

## Grammar Focus: Conditional Sentences for Business Proposals

- **First Conditional (Real future possibility):**

- *"If we invest in social media ads, we will attract more customers."*

- **Second Conditional (Hypothetical situations):**

- *"If I were the CEO, I would lower product prices."*



**Exercise:** Fill in the blanks with the correct conditional form.

1. If we \_\_\_\_\_ (expand) to a new market, we \_\_\_\_\_ (increase) revenue.
2. If I \_\_\_\_\_ (be) the manager, I \_\_\_\_\_ (improve) customer service.



## Lesson 4 :

# Participating in Business Discussions

### Key Strategies for Business Discussions:



**Clarifying ideas:**



**Building on others' ideas:**



**Summarizing key points:**

Example on



**Exercise:** Practice responding in a business discussion.

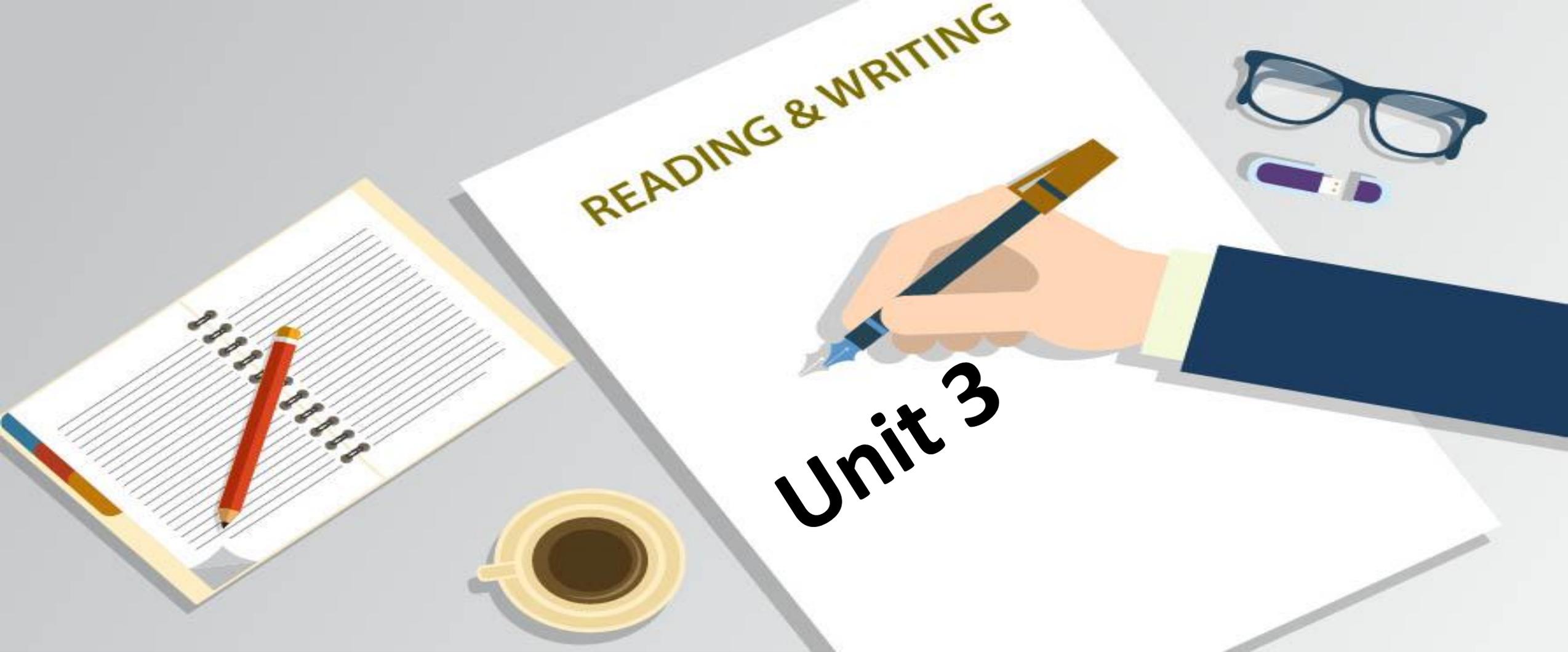
1. Your colleague suggests increasing the marketing budget. How do you respond?
2. Someone disagrees with your idea politely. How do you react?
3. The manager asks for a summary of the discussion. What do you say?

**Final Task :**

## **Business Role-Play Activity**

- ✓ Expressing opinions
- ✓ Listening for key points
- ✓ Responding professionally





# Reading & Writing for Business

## Lesson 1

# Skimming and Scanning Business Documents



### What are Skimming and Scanning?

- **Skimming:** Reading quickly to get the general idea of a document (e.g., reading an executive summary).
- **Scanning:** Looking for specific information (e.g., finding a product's price in a contract).

**skim** the headings

**scan** for key data like competitor pricing and customer preferences



### Exercise:

Read the short business news article and answer the questions. *(Instructor provides an article).*

1. What is the main topic of the article? (Skimming)
2. What percentage of sales came from online purchases? (Scanning)
3. Which company is mentioned as the market leader? (Scanning)

# Idioms for Reading & Writing in Business:

## 1. "In black and white"

Written down or documented clearly, often in contracts or agreements

## 2. "A paper trail"

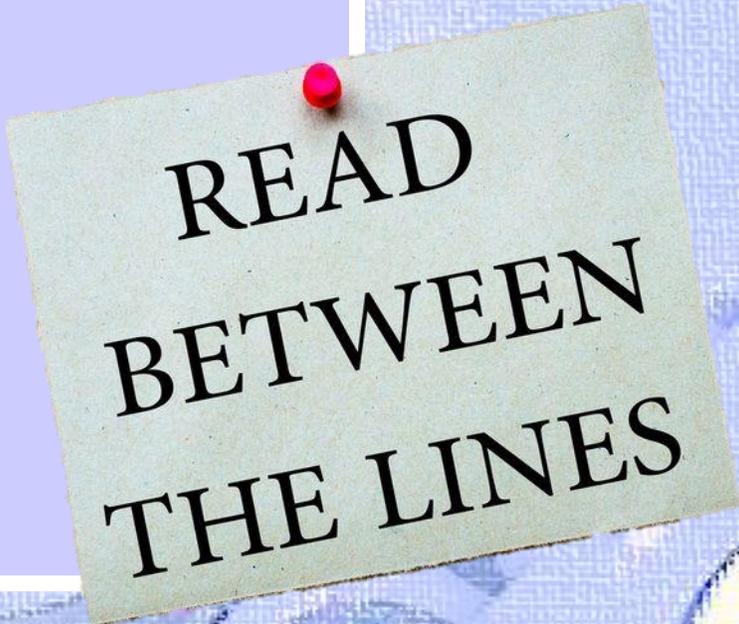
A series of written records or documents that provide evidence of actions or decisions.

## 3. "Dot the i's and cross the t's"

To pay attention to small details and ensure everything is correct.

## 4. "Read between the lines"

To understand the implied meaning or hidden message in something written.



READ  
BETWEEN  
THE LINES

## Idioms for Reading & Writing in Business:

### 5. "Put it in writing"

To make something official or documented in written form.

### 6. "Get the word out"

To communicate information, usually through written channels, to a large audience.

### 7. "Write off"

To dismiss something as unimportant or not worth attention.

### 8. "Clear as day"

Something that is written in a very understandable and unambiguous way.



# Idioms for Reading & Writing in Business:

## 9. "On paper"

Referring to something that looks good or feasible in theory, but may not work in practice.

## 10. "Cover all the bases"

To make sure every aspect of something is considered and addressed.



# Technical Terms for Reading & Writing in Business:

## 1. Executive Summary

A brief summary of a report, proposal, or business plan that highlights key points and recommendations.

## 2. Proposal

A formal document that outlines a plan or suggestion, typically with the intention of persuading someone to approve or fund it.

## 3. Memorandum (Memo)

A short written message or document used for internal communication within an organization.

## 4. Report Writing

The process of preparing a detailed document that describes, analyzes, and evaluates a particular subject or issue.

Business

Proposal.

# Technical Terms for Reading & Writing in Business:

## 5. Business Correspondence

The exchange of written communication between individuals or organizations.

## 6. Action Plan

A document that outlines the steps to be taken in order to achieve a specific goal.

## 7. Memorandum (Memo)

A short written message or document used for internal communication within an organization.

## 8. Business Email Etiquette

The set of rules or guidelines for writing professional and courteous emails in business settings.



# Technical Terms for Reading & Writing in Business:

## 9. Draft

A preliminary version of a document, typically for review and revision before finalizing.



## 10. Clarity and Conciseness

The quality of being clear and direct in writing, without unnecessary information or ambiguity.



## Lesson 2

# Writing Professional Emails and Messages



### Key Email Phrases:



#### Opening the email professionally:

- *"Dear [Name], I hope you are doing well."*
- *"I am writing to follow up on..."*



#### Making requests:

- *"Could you please provide more details about...?"*
- *"I would appreciate it if you could send me..."*



#### Closing politely:

- *"Looking forward to your response."*
- *"Please let me know if you need any further information."*



## Example Email:



**Scenario:** You need to request a product catalog from a supplier.

**Subject:** Request for Product Catalog

Dear Mr. Smith,

I hope you are doing well. I am interested in your latest product range and would appreciate it if you could send me a catalog with pricing details.

Looking forward to your response.

Best regards,

[Your Name]



## Grammar Focus: Formal vs. Informal Writing

- **Formal:** *"I would like to request more information regarding your services."*
- **Informal:** *"Can you send me more details about your services?"*



**Exercise:** Rewrite the following informal messages in a formal email style.

1. *"Hey, can you send me the latest report?"*
2. *"Got any discounts on bulk orders?"*
3. *"Need more details about your shipping policy."*

## Lesson 3

# Understanding and Summarizing Reports



### Example Report Excerpt:

*"In Q3, our company's revenue increased by 12%, driven by higher online sales. However, operational costs also rose by 8% due to supply chain disruptions. To maintain profitability, we are exploring alternative suppliers."*



**Exercise:** Write a **one-sentence summary** of the report.

### Example Answer:

*"The company's revenue grew by 12%, but rising costs led to a search for new suppliers to maintain profitability."*



## **Grammar Focus: Report Language (Passive Voice & Data Presentation)**

- *"Revenue increased by 12%."* (Active voice)
- *"A 12% increase in revenue was reported."* (Passive voice, formal)

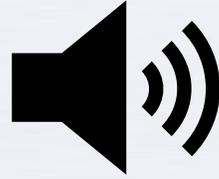
 **Exercise:** Convert these sentences into formal business report language.

1. *"The company launched a new product in Q3."*
2. *"Sales went up by 20%."*
3. *"The CEO announced the expansion plan yesterday."*

 **Example Answers:**

1. *"A new product was launched by the company in Q3."*
2. *"A 20% increase in sales was recorded."*
3. *"The expansion plan was announced by the CEO yesterday."*

# Listening



Read more



## **10 questions related to entrepreneurship:**

- 1. What are the key characteristics of a successful entrepreneur?**
- 2. How does entrepreneurship contribute to economic growth?**
- 3. What are the biggest challenges faced by new entrepreneurs?**
- 4. How has digital technology transformed entrepreneurship?**
- 5. What role does innovation play in entrepreneurial success?**
- 6. How can entrepreneurs secure funding for their startups?**
- 7. What are the advantages of social entrepreneurship?**
- 8. How does market research help entrepreneurs make better business decisions?**
- 9. What strategies can entrepreneurs use to stay competitive in a saturated market?**
- 10. How important is networking in building a successful business?**

## Lesson 4

# Responding to Customer Inquiries in Writing



### Example Inquiry:

*"Hi, I'm interested in your new smartphone model. Could you tell me about its features and price?"*



### Key Structure for Responses:

- 1. Thank the customer:** *"Thank you for your interest in our products."*
- 2. Answer their question clearly:** *"Our latest smartphone has a 6.5-inch display, 128GB storage, and a dual-lens camera. The price is \$499."*
- 3. Offer further assistance:** *"Please let me know if you need more details or would like to place an order."*





## **Exercise:**

Write a response to the following customer inquiry:

*"Do you offer discounts for bulk purchases?"*



## **Example Answer:**

*"Dear [Customer's Name], Thank you for your inquiry. We do offer bulk discounts for orders of 10 units or more. Please let me know the quantity you are interested in, and I will provide a detailed quote. Looking forward to your response. Best regards, [Your Name]"*

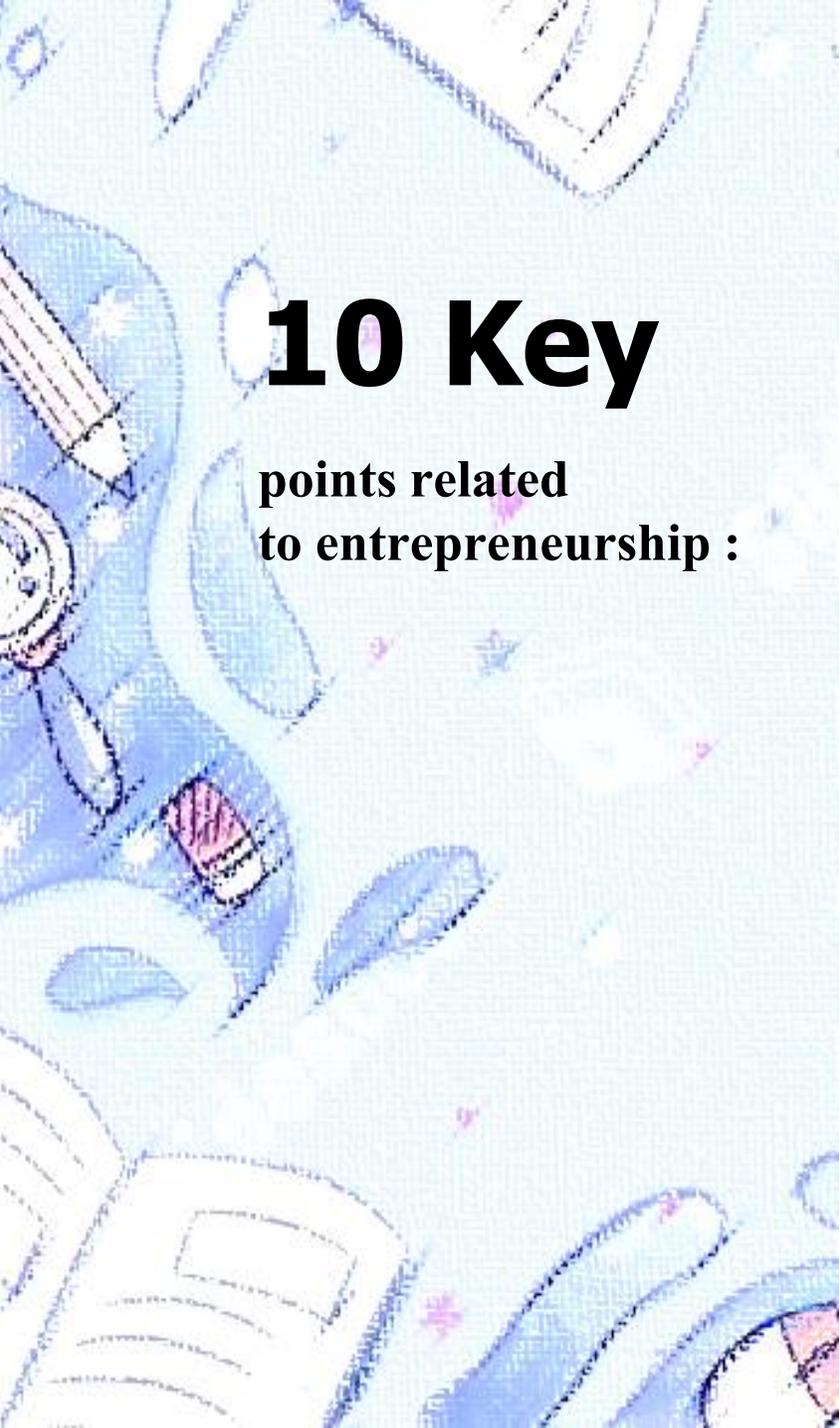


## Final Task

Write a **professional email** including:

- ✓ A polite greeting
- ✓ Details of the pricing
- ✓ An invitation for further discussion





# 10 Key

points related  
to entrepreneurship :

- 1. Innovation & Creativity** – Essential for developing unique business ideas.
- 2. Risk-taking** – Entrepreneurs must take calculated risks for potential success.
- 3. Resilience & Adaptability** – Overcoming failures and adjusting to market changes.
- 4. Financial Management** – Securing funding and managing cash flow effectively.
- 5. Market Research** – Understanding consumer needs and industry trends.
- 6. Business Strategy** – Developing clear goals and competitive advantages.
- 7. Technology & Digitalization** – Leveraging digital tools for efficiency and growth.
- 8. Networking & Collaboration** – Building connections with investors, mentors, and industry leaders.
- 9. Regulatory & Legal Compliance** – Navigating business laws and policies.
- 10. Sustainability & Social Impact** – Creating businesses that align with environmental and social responsibility.



## Unit 4

# Negotiation & Persuasion

## Lesson 1

# Listening to Negotiation Strategies and Identifying Key Points

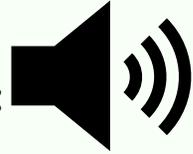
### Key Negotiation Strategies:

- 1. BATNA (Best Alternative to a Negotiated Agreement)** – Know your best alternative if the deal fails.
- 1. Win-Win Approach** – Aim for an outcome that benefits both parties.
- 2. The Power of Silence** – Allow the other party to speak more and reveal their position.





Listening Exercise:



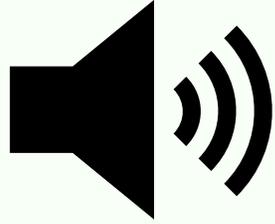
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Listen to a short business negotiation conversation and answer:

1. What are the key issues being discussed?
2. What is each side's main concern?
3. What is the proposed compromise?





## Questions:

1. What were the main objectives of Tesla and Panasonic in their negotiation?
2. How did both companies use data-driven bargaining to strengthen their position?
3. What negotiation strategy did Tesla and Panasonic employ to ensure a long-term partnership?
4. How did sharing investment risks benefit both parties in the negotiation?
5. What role did flexibility and adaptability play in the success of the Tesla-Panasonic partnership?



# Idioms for Negotiation & Persuasion:

1

## "Strike a deal"

To reach an agreement or conclusion, especially in business or negotiation contexts.

2

## "Bargaining chip"

A valuable concession or advantage used to gain a more favorable deal.

3

## "Give and take"

Mutual concessions made during a negotiation to reach a balanced agreement.

4

## "Play hardball"

To be tough or uncompromising in negotiations.

## Idioms for Negotiation & Persuasion:

5

### "On the table"

Referring to an offer or proposal that is available for discussion.

6

### "Cross the line"

To go beyond what is acceptable in a negotiation, often resulting in a failed deal.

7

### "Put all your cards on the table"

To be open and honest about your intentions, resources, or offers in a negotiation.

8

### "Seal the deal"

To finalize or conclude a negotiation successfully.

## Idioms for Negotiation & Persuasion:

9

### **"Hold your ground"**

To maintain your position during a negotiation despite pressure to change.

10

### **"Talk someone into something"**

To persuade someone to agree to something, especially in a negotiation



# Technical Terms for Negotiation & Persuasion:

## 1 BATNA

: The best option available to a party if negotiations fail and no agreement is reached.

## 2 ZOPA

: The range or area in which an agreement is acceptable to both parties in a negotiation.

## 3 Leverage

: The power or advantage one party holds over the other in a negotiation.

## 4 Anchoring

: The process of setting a reference point or starting figure in a negotiation that influences the outcome.





# Technical Terms for Negotiation & Persuasion:

**5**

## Win-Win Negotiation

: A negotiation outcome in which both parties are satisfied with the agreement and feel they have benefited.

**6**

## Concessions

: Compromises or adjustments made during negotiations to reach an agreement.

**7**

## Persuasion Techniques

: Methods or strategies used to influence others' attitudes, beliefs, or behaviors in negotiations or decision-making.

**8**

## Power Dynamics

: The influence or control one party holds over another in a negotiation or interaction.





# Technical Terms for Negotiation & Persuasion:

**9**

## Mutual Benefit



**: A situation in which both parties in a negotiation benefit from the agreement, enhancing cooperation.**

**10**

## Conflict Resolution

**: The process of resolving a dispute or disagreement through negotiation, mediation, or other strategies.**



## Lesson 2

# Expressing Agreements and Disagreements Professionally

P.34



### Key Phrases for Agreement & Disagreement:

#### ✓ Agreeing Politely:

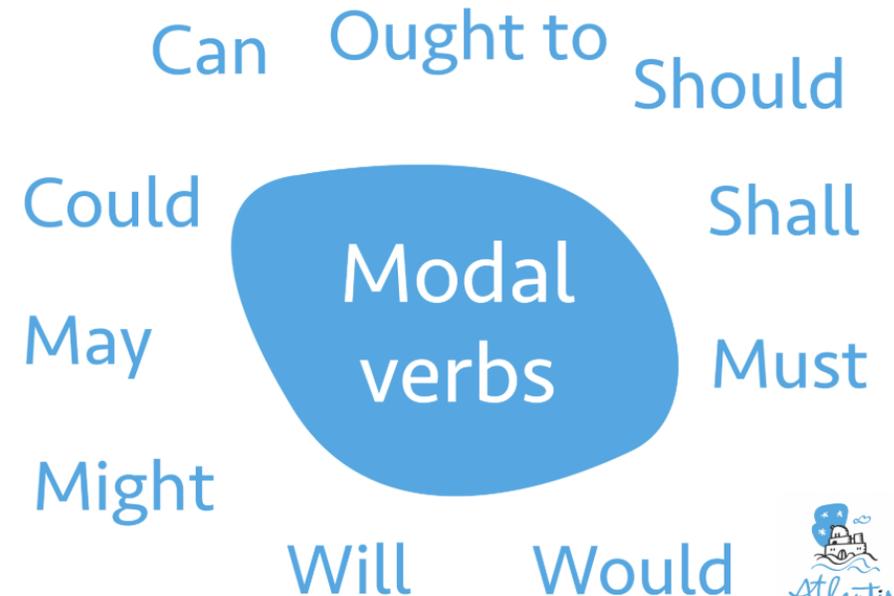
- *"I completely agree with your point."*
- *"That sounds like a reasonable solution."*
- *"I see where you're coming from, and I support that idea."*

#### ✗ Disagreeing Politely:

- *"I understand your point, but I have a different perspective."*
- *"I see your concerns, but I believe we can find a better solution."*
- *"I appreciate your offer, but the price is still above our budget."*



### Grammar Focus: Modal Verbs for Negotiation



*"We **could** offer a discount if you order more units."*  
*"We **might** be able to extend the delivery deadline."*

# Writing Persuasive Business Proposals



## Structure of a Business Proposal:

- 1. Introduction:** State the purpose of the proposal.
- 2. Problem Statement:** Identify the issue or need.
- 3. Proposed Solution:** Explain how your business can address the issue.
- 4. Benefits:** Highlight advantages for the client.
- 5. Pricing & Terms:** Provide clear cost details.
- 6. Call to Action:** Encourage the reader to respond.

Example P.35



**Exercise:** Complete this proposal draft by adding missing sections:

*"We are pleased to offer our marketing services to help your company grow. Our team specializes in social media campaigns and SEO strategies. \_\_\_\_\_ . We propose a three-month trial at an introductory rate. \_\_\_\_\_ ."*



### Common Business Objections & How to Respond:

**1. “The price is too high.”**

- *“I understand your budget concerns. Let’s discuss how we can adjust the package to meet your needs.”*

**2. “We are considering other vendors.”**

- *“That makes sense. However, our product offers unique advantages such as [feature]. Would you like a free trial to compare?”*

**3. “We don’t need this service right now.”**

- *“I appreciate that. Would it be helpful to revisit this in a few months?”*



### Exercise:

Write a response to the following objections:

1. *“Your competitor is offering a lower price.”*
2. *“We’re not sure if this will work for our business.”*
3. *“We need more time to decide.”*

## Final Task

# Role-Play a Business Negotiation

- 1. Make an opening statement.**
- 2. Present your counteroffer.**
- 3. Handle the supplier's objections.**
- 4. Close the deal.**



# KEY POINTS



**Mutual Objectives** – Tesla sought a reliable battery supplier, while Panasonic wanted to expand in the EV market.

**Data-Driven Bargaining** – Tesla leveraged market research to justify large-scale battery production and negotiate better pricing.

**Long-Term Strategic Partnership** – The deal was structured as an ongoing collaboration, not just a one-time contract.

**Risk Sharing** – Both companies agreed to share the risks associated with the Gigafactory and battery production.

**Flexibility & Adaptability** – As demand grew, Tesla and Panasonic adjusted their agreement to scale production and improve efficiency.

# Unit 5

# Business Presentations





## Standard Presentation Structure:

**Introduction**

**Grab attention and introduce the topic.**

**Main Body**

**Present key points with supporting data.**

**Conclusion**

**Summarize and include a call to action.**



### Example Opening:

*"Good morning, everyone. My name is [Your Name], and I'm excited to introduce a solution that will transform your business. Today, I will share how our innovative marketing strategy can boost your sales by 30%."*



## Idioms for Business Presentations:

### 1. "Get the ball rolling"

To start something, often a project or discussion.

### 2. "Cut to the chase"

To get to the point, skipping unnecessary details.

### 3. "Think outside the box"

To think creatively or unconventionally.

### 4. "On the same page"

To be in agreement or to have a shared understanding.





## Idioms for Business Presentations:

### 5. "Raise the bar"

To set a higher standard or expectation.

### 6. "Take it to the next level"

To improve or enhance something to a higher standard.



### 7. "By the book"

To do something according to rules or standards.

### 8. "On the radar"

Something that is being considered or is a focus.



# Idioms for Business Presentations:

9.

**"Put your cards on the table"**

To be honest and transparent.

10.

**"Hit the nail on the head"**

To describe exactly what is causing a situation or problem.



## Technical Terms for Business Presentations:



1.

### Stakeholders

Individuals or groups who have an interest in the outcomes of a business,

2.

### KPI (Key Performance Indicator)

A measurable value that demonstrates how effectively a company is achieving

3.

### ROI (Return on Investment)

A measure used to evaluate the efficiency or profitability of an investment.

4.

### SWOT Analysis

A framework for identifying and analyzing a company's **Strengths, Weaknesses, Opportunities, and Threats.**

## Technical Terms for Business Presentations:



5.

### Revenue Streams

The various sources of income for a business, such as product sales, subscriptions, and services.

6.

### Market Segmentation

The process of dividing a broad consumer or business market, typically in a way that is meaningful for marketing strategies.

7.

### Actionable Insights

Information derived from data analysis that can guide decision-making and strategy.

8.

### Value Proposition

The unique value a product or service offers to customers, addressing their needs or solving problems.

## Technical Terms for Business Presentations:



9.

### Benchmarking

Comparing business performance against industry standards or competitors to identify areas for improvement.

10.

### Scalability

The ability of a business or system to grow and handle increased demand without compromising performance.



## Common Business Presentation Materials

- **Bar Charts** – Compare data over time.
- **Pie Charts** – Show proportions.
- **Tables** – Present detailed figures.



### Example:

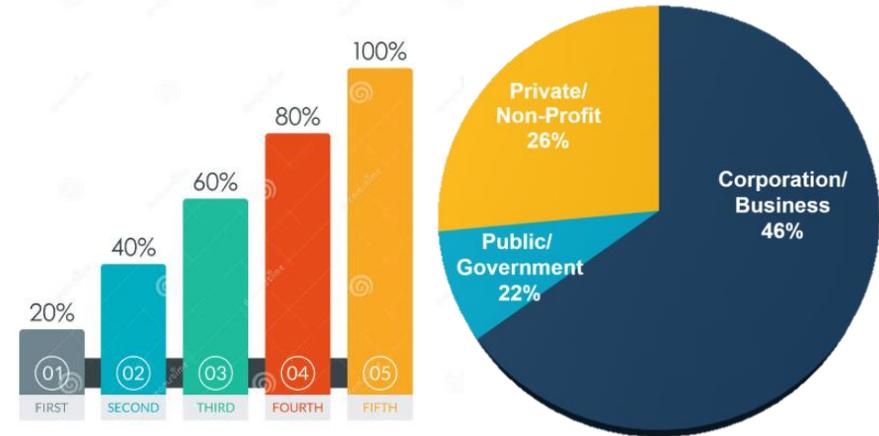
*"According to this graph, our revenue increased by 15% in Q2. This shows the impact of our new marketing campaign."*



### Exercise:

Look at the given chart (Instructor provides a chart) and answer:

1. What trend does the chart show?
2. How would you describe this data in a presentation?





## Grammar Focus: Describing Trends

- "*Sales rose by 20% last quarter.*" (Active)
- "*A 20% increase in sales was recorded last quarter.*" (Passive)



**Exercise:** Rewrite these sentences using trend vocabulary:

1. "*Revenue went up a lot last year.*"
2. "*Our profits got lower in Q1.*"
3. "*There was a small increase in customer satisfaction.*"

## Lesson 3:

# Using Persuasive Language and Body Language

## Persuasive Phrases:

### ✓ Highlighting Benefits:

- *"This strategy will help you **increase profits** by 20%."*
- *"Our solution is **faster, cheaper, and more effective** than competitors."*

### ✓ Encouraging Action:

- *"Imagine how your business could grow with this approach."*
- *"Now is the perfect time to invest in this opportunity."*



## Effective Body Language:

- ✓ Maintain eye contact
- ✓ Use hand gestures naturally
- ✓ Stand confidently and avoid fidgeting

Example P. 39



## Lesson 4:

# Delivering Business Ideas with Confidence



### Tips for a Confident Presentation:

- ✓ **Practice** – Rehearse multiple times.
- ✓ **Pace Yourself** – Speak clearly and at a steady speed.
- ✓ **Engage the Audience** – Ask questions and encourage interaction.

 **Example: Confident Delivery vs. Weak Delivery**

 *"Uh... so, um, our company is, uh, really great at marketing. So, yeah... we can help."*

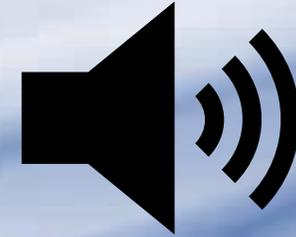
✓ *"Our company specializes in powerful marketing strategies. Let me show you how we can help you grow your brand."*

 **Exercise: Improve the Following Presentation Opening:**

*"Hi, um, I am James, and I, uh, want to talk about my business, which is kind of, um, a new idea for, you know, helping small companies."*



- ✓ **A strong opening**
- ✓ **Key benefits of your idea**
- ✓ **A persuasive closing**



### Questions:

1. What makes Room Agency's accommodations unique compared to traditional booking platforms?
2. How does Room Agency personalize the travel experience for its customers?
3. What role does technology play in Room Agency's booking process?
4. How does Room Agency incorporate sustainability into its offerings?
5. What are the primary target audiences for Room Agency's services?

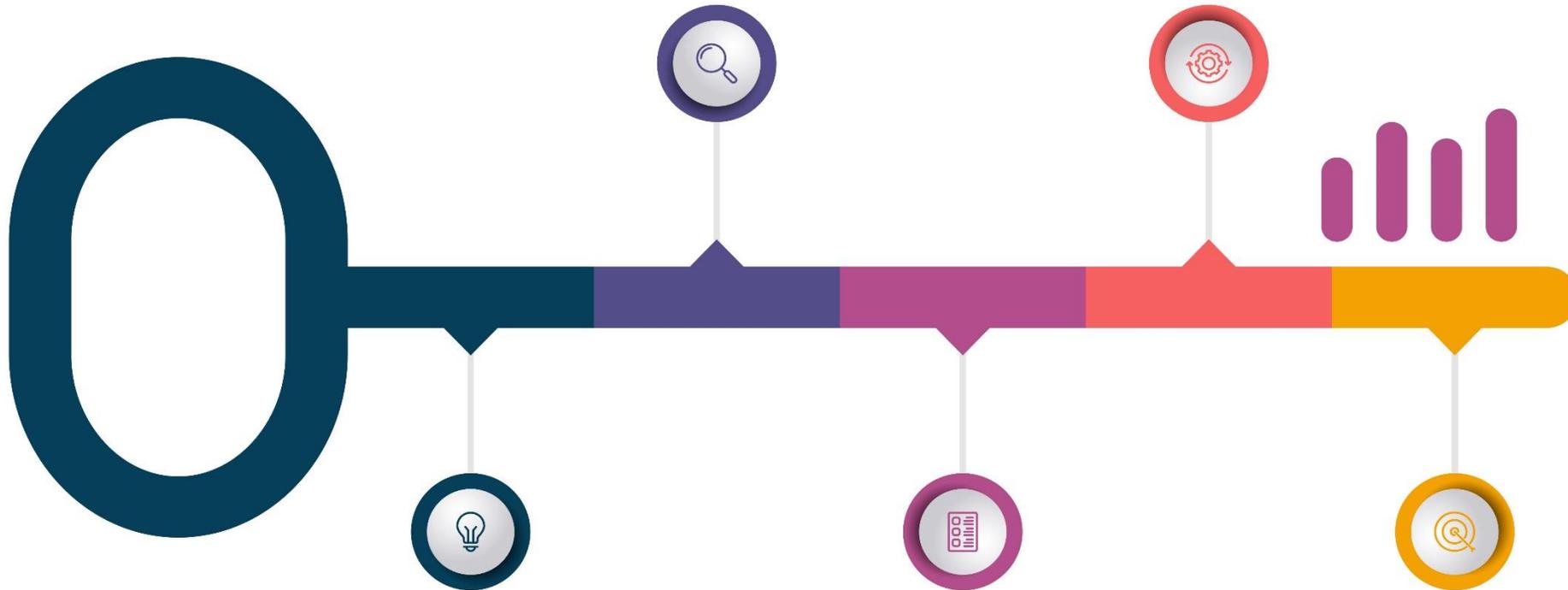
# Key Points

## 1. Unique Accommodations

Room Agency offers curated, personalized stays tailored to different preferences and needs.

## 2. Personalization

The agency customizes experiences to meet the desires of individual travelers.



## 3. Technology Integration

Cutting-edge technology is used to ensure a seamless and efficient booking process.

## 4. Sustainability Focus

Room Agency emphasizes eco-friendly options to promote sustainable travel.

## 5. Target Audiences

The agency caters to business, leisure, and special getaway travelers looking for unique, memorable stays.



## Unit 6

# Advanced Reading & Writing for Business

## Lesson 1:

# Analyzing Business Case Studies



## Case Study Analysis Framework:

1

### **Background :**

What is the company, industry, and problem?

2

### **Key Challenges :**

What obstacles does the business face?

3

### **Proposed Solutions :**

What strategies were suggested?

4

### **Results & Lessons Learned :**

What were the outcomes?

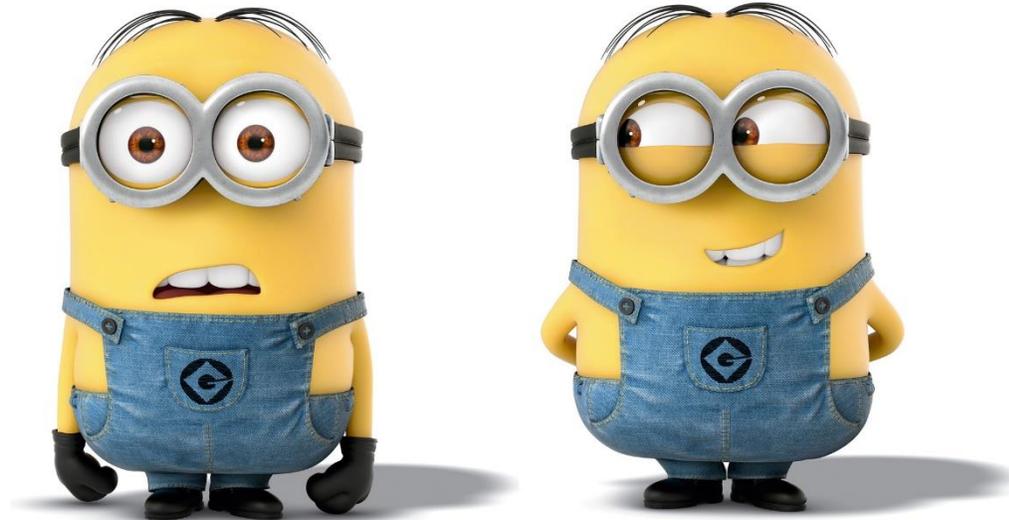


## Exercise:

Read the provided case study and answer:

1. What was the company's main problem?
2. What solutions were implemented?
3. What was the final result?

Ummm...



## **Business Case Study: "Sustainable Solutions Inc."**

### **Background:**

Sustainable Solutions Inc. is a startup that specializes in eco-friendly products, including biodegradable packaging and reusable home goods. The company has been in business for two years and has experienced steady growth. Recently, however, they encountered several issues:

- 1. Supply Chain Disruptions:** Due to global shipping delays, the company is struggling to source raw materials for their products.
- 2. Brand Identity Crisis:** Customers are confused about the company's identity—some think it focuses exclusively on home goods, while others think it's a packaging company.
- 3. Increased Competition:** Other eco-friendly brands are rapidly entering the market, offering similar products at lower prices.

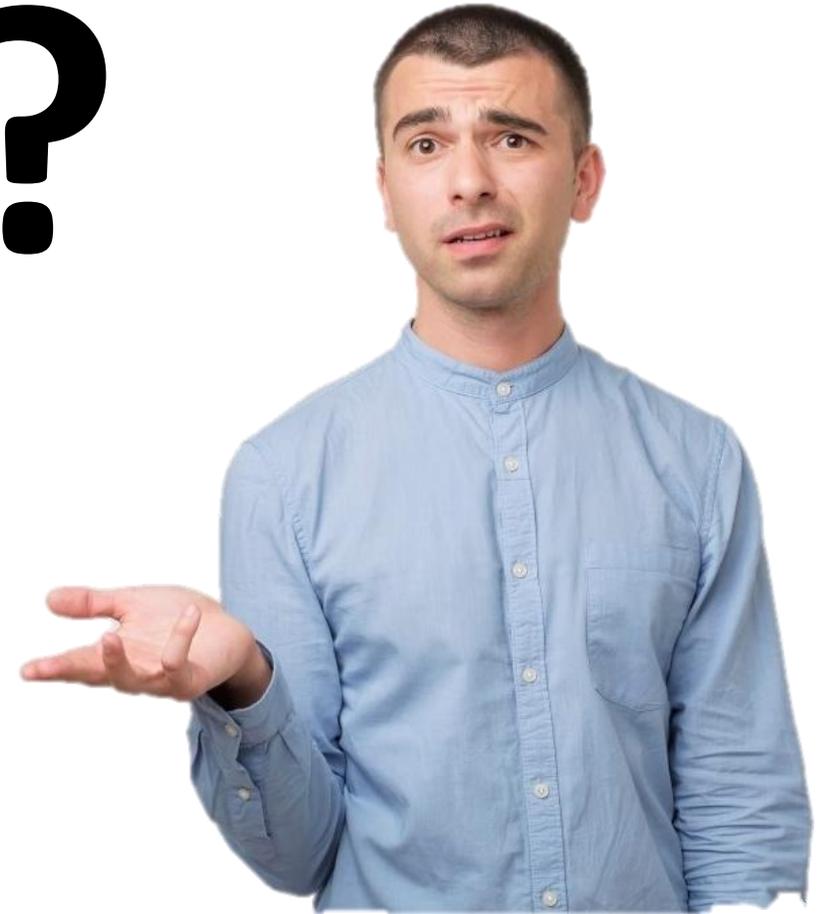
### **Challenge:**

The CEO of Sustainable Solutions Inc. needs to find a way to address the supply chain issues, clarify the brand's identity, and stay competitive in an increasingly crowded market.



## Questions:

- 1. What is the main problem Sustainable Solutions Inc. is facing?**
- 2. What are the potential solutions to the supply chain disruption?**
- 3. How can the company clarify its brand identity?**
- 4. What strategies can be implemented to stay competitive in the market?**
- 5. What immediate actions should the CEO take to address these issues?**



## Lesson 2 :

# Writing Structured Business Reports



## Structure of a Business Report:

### **Title Page**

Report title,  
date, and author

### **Executive Summary**

Key findings and  
recommendations

### **Findings & Analysis**

Data, charts,  
and key insights

### **Introduction**

Purpose of the report

### **Conclusion & Recommendations**

Summary  
and next steps

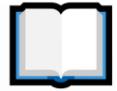


## Exercise:

Complete the following report introduction:

*"This report aims to analyze our company's sales performance in Q3. Over the last three months, we observed significant trends, including \_\_\_\_\_ and \_\_\_\_\_. The findings will help us optimize \_\_\_\_\_."*





# Business Report: "Q1 2025 Performance Review for EcoTech Solutions"

## 1. Title Page

**Report Title:** Q1 2025 Performance Review for EcoTech Solutions

**Date:** April 25, 2025

**Author:** John Doe, Business Analyst



## 2. Executive Summary

This report provides an overview of EcoTech Solutions' performance for the first quarter of 2025, including financial analysis, market trends, and operational efficiency. The key findings indicate a 12% increase in revenue compared to Q4 2024, driven by the launch of the new solar panel product line. However, challenges such as supply chain delays and rising material costs have impacted profitability, resulting in a 5% decrease in net income.

Key recommendations include:

- Strengthening supplier relationships to mitigate delays.
- Exploring alternative material sources to reduce costs.
- Expanding the marketing campaign for the solar panel product line to target untapped markets.



# Business Report: "Q1 2025 Performance Review for EcoTech Solutions"

## 3. Introduction

The purpose of this report is to assess the financial and operational performance of EcoTech Solutions during Q1 2025. The report analyzes key metrics such as sales, profit margins, supply chain issues, and market performance to provide actionable insights that will guide the company's decision-making for the next quarter.

## 4. Findings & Analysis

- Revenue Growth:
- Cost of Goods Sold (COGS):
- Net Income:
- Operational Efficiency:
- Market Performance:



### Revenue Growth (Q1 vs Q4)

(Bar chart comparing Q1 2025 to Q4 2024 revenue figures)

### Profit Margins

(Line graph showing quarterly profit margin trends)





# Business Report: "Q1 2025 Performance Review for EcoTech Solutions"

## 5. Conclusion & Recommendations

### Conclusion:

EcoTech Solutions has demonstrated strong revenue growth in Q1 2025, primarily due to the new product line. However, the company is facing challenges with rising material costs and delayed shipments. While market expansion has been successful, increased competition could jeopardize profitability in the coming months if not addressed.

### Recommendations:

- 1. Supplier Diversification:** Establish long-term contracts with multiple suppliers to reduce the impact of material price fluctuations and delivery delays.
- 2. Cost Control Measures:** Investigate alternative, cost-effective materials for the solar panels and negotiate better rates with current suppliers.
- 3. Marketing Campaign Expansion:** Focus on increasing brand visibility in the newly entered regions by running targeted online marketing campaigns aimed at raising awareness of the solar product line.
- 4. Efficiency Improvement:** Continue investing in automation technology for inventory and order management to improve operational efficiency and reduce delays.

## Lesson 3 :

# Reading Market Research and Interpreting Data



### Common Market Research Documents:

- **Surveys & Questionnaires** – Customer feedback data
- **Industry Reports** – Insights on market trends
- **Sales Data & Charts** – Business performance analysis



### Grammar Focus: Expressing Data Insights

- *"The survey results **indicate** that customer satisfaction has increased."*
- *"There was a **10% rise** in brand awareness after the campaign."*
- *"Market trends **suggest** a shift towards digital payments."*





## Exercise:

Rewrite these statements using formal business language:

1. *"Sales went up a lot last year."*
2. *"Customers like online shopping more now."*
3. *"The company lost some money in Q1."*



## Exercise:

Look at the provided market report (Instructor provides a chart) and answer:

1. What trend does the data show?
2. What recommendation would you give based on the data?

## Lesson 4

# Crafting Clear and Professional Business Correspondence



## Common Business Correspondence

Types:



**Formal Emails** – To clients, investors, or partners



**Internal Memos** – Updates for employees



**Customer Service Responses** – Addressing complaints or inquiries



**Example Business Email Template:**



The image shows a screenshot of an internal audit memo template. At the top, it says "[INSERT COMPANY LOGO, IF ANY]" followed by "INTERNAL AUDIT MEMO" in blue. Below that, it says "[SPECIFY NAME OF COMPANY]", "[SPECIFY COMPLETE BUSINESS ADDRESS]", and "[SPECIFY CONTACT DETAILS]". The memo is addressed to "[NAME OF HEAD OF DEPARTMENT]" and is from "[NAME OF INTERNAL AUDITOR]". It is copied to "[NAME OF AUDIT MANAGER]". The date is "[SPECIFY DATE]" and the subject is "Member's Financial and Other Interests' Declaration". The memo is titled "1. INTRODUCTORY BACKGROUND" and contains text about a proactive action plan against anti-fraud and corrupt practices, and an audit of the Member's Financial and Other Interests' Declarations of Interests. It also mentions the Code of Conduct under the provisions based on the International Model Code of Conduct made by the Secretary of State for Local and Community Affairs which came into force on "[DATE]", and that all completed Member's Financial and Other Interests' Declaration forms were examined by the audit team. Finally, it states that all members of the "[NAME OF COMPANY]" are required to disclose all their financial and other interests and complete a written notice within "[NUMBER]" days from election, re-election or appointment to office. Any adjustment in the data contained in the notice must be notified within "[NUMBER]" days of the change to the Monitoring Officer at "[NAME OF COMPANY]" Council.

## Final Task

## Business Writing Challenge

- ✓ **A brief introduction of your company**
- ✓ **The purpose of your email**
- ✓ **A request for a meeting**



## Unit 7

# Cross-Cultural Business Communication

## Lesson 1:

# Understanding Cultural Differences in Business Interactions

## Key Cultural Dimensions

### (Hofstede's Model):

- 1. Power Distance** – How hierarchical a society is (e.g., Japan vs. Denmark)
- 2. Individualism vs. Collectivism** – Emphasis on personal goals vs. group goals (e.g., USA vs. China)
- 3. High- vs. Low-Context Cultures** – Direct vs. indirect communication styles (e.g., Germany vs. Thailand)
- 4. Time Orientation** – Punctuality and flexibility in time (e.g., Switzerland vs. Mexico)



### Exercise:

Match the following countries with their communication style:

1. Japan – (A) Direct, (B) Indirect
2. USA – (A) Low-context, (B) High-context
3. France – (A) Formal, (B) Informal



# Technical Terms:

- 1. Cultural Dimensions**
- 2. Power Distance**
- 3. Individualism vs. Collectivism**
- 4. High-Context Culture**
- 5. Low-Context Culture**





# Technical Terms:

6. Time Orientation (Chronemics)

7. Negotiation Style

8. Formal vs. Informal Communication

9. Cross-Cultural Communication

10. Cultural Sensitivity



# Technical Terms:

Read more P. 50



**11. Ethnocentrism**

**12. Cultural Adaptability**

**13. Relationship-Oriented Cultures**

**14. Task-Oriented Cultures**

**15. Cultural Intelligence (CQ)**



## Lesson 2:

# Listening and Adapting to Different Communication Styles



## Common Communication Styles in Business:



**Direct vs. Indirect Communication**



**Formal vs. Informal Communication**

**D**

*"I don't agree with this strategy."*

**"Dear Sir/Madam, I would like to request a meeting."**

*"Hey, let's catch up later!"*

*"That might be a little challenging."*

**I**

## Lesson 2:

# Listening and Adapting to Different Communication Styles



## Common Communication Styles in Business:



### Body Language & Non-Verbal Cues

- **Eye contact** is a sign of confidence in Western cultures but may be seen as aggressive in some Asian cultures.
- A **firm handshake** is standard in the US, while a bow is more appropriate in Japan.



### Exercise:

Listen to or read different business dialogues and identify whether the speaker is using a **direct or indirect communication style**.

## Lesson 3

# Reading and Writing International Business Contracts



## Key Sections of a Business Contract:



### **Parties Involved**

Identifies the companies or individuals

### **Scope of Work**

Details the business agreement

### **Payment Terms**

Specifies the amount, method, and timeline

### **Termination Clause**

Defines how the contract can be ended

### **Dispute Resolution**

Explains how conflicts will be resolved



## Grammar Focus: Contract Language

- *"The Supplier **shall** deliver the goods within 30 days."*  
(Formal, legal requirement)
- *"Payments **must be made** by wire transfer."* (Obligation)
- *"Either party **may terminate** the contract with a 30-day notice."*  
(Possibility)



**Exercise:** Rewrite these informal contract phrases into formal language:

1. *"You have to pay within two weeks."*
2. *"Either of us can cancel this deal anytime."*
3. *"We promise to send the order by next month."*

## Lesson 4

# Overcoming Language and Cultural Barriers



## Common Cultural Barriers & Solutions:

### Barrier

Different business etiquette

Language misunderstandings

Non-verbal misinterpretations

### Solution

Research cultural norms before meetings

Use simple, clear English and avoid idioms

Learn basic cultural gestures and customs



## Exercise:

Identify the cultural misunderstanding in each scenario:

1. An American businessman gives a thumbs-up to a client from the Middle East.
2. A Japanese manager remains silent after a proposal, while an American expects immediate feedback.
3. A European businesswoman uses humor in a formal meeting with a South Korean executive.



## Final Task

## Cross-Cultural Business Challenge

- ✓ Acknowledges cultural differences
- ✓ Clearly states the purpose of the contract
- ✓ Uses formal and polite business language





## Unit 8

# Business Strategy & Decision Making

## Lesson 1

# Evaluating Business Scenarios Through Case Studies

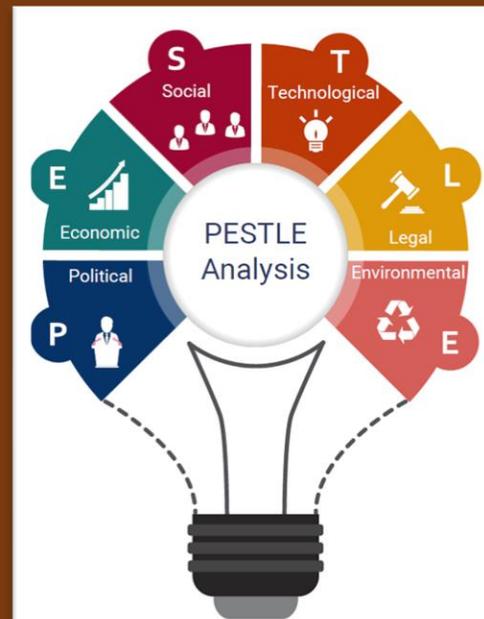


## Key Concepts:

### SWOT Analysis



### PESTLE Analysis



### Competitive Advantage





# Exercise

**Read a short business case and answer**

1. Identify the key problem.
2. List the possible solutions.
3. Recommend the best course of action with reasons.

# 1. Analyze and Evaluate Business Scenarios Using Case Studies

## Example Passage:

In the case of *FreshBrew Café*, a mid-sized local coffee shop chain in Chiang Mai, the business experienced a significant decline in customer traffic over the past six months. After conducting a detailed analysis of the case study, it became clear that the root causes included increased competition from newer, trendier cafés and the business's limited online presence. Unlike its competitors, **FreshBrew had no active social media campaigns**, online ordering system, or loyalty rewards to attract repeat customers.

Additionally, **the café's marketing strategies were outdated**, relying heavily on printed flyers and in-store promotions, which failed to reach tech-savvy, younger consumers. **Customer reviews also highlighted inconsistent service quality** and a lack of engagement with the brand online.

To address these issues, I recommended implementing a multi-pronged digital marketing strategy that included launching a mobile-friendly website, running targeted ads on Instagram and Facebook, and partnering with local food influencers to promote the brand. I also proposed developing a mobile app with a built-in loyalty program and QR code-based rewards to encourage repeat visits and customer referrals.

If implemented, these strategies would not only enhance the customer experience but also rebuild brand visibility in the digital space. Over time, this could lead to higher foot traffic, improved customer retention, and stronger competitive positioning in a crowded market.

## Short Business Case: "GreenGlow Skincare"

### Background:

**GreenGlow Skincare** is a small beauty startup that sells organic skincare products made from Thai herbs. In the first year, the company experienced rapid growth through online sales and influencer marketing. However, in the past six months, sales have declined by 30%. Customer feedback shows increasing complaints about late deliveries, inconsistent product quality, and lack of customer service response.

The company currently outsources its production and uses a third-party logistics provider. The founder is unsure whether to invest in in-house production or switch logistics partners. Budget is limited.



**GREEN GLOW**  
S K I N C A R E



## 2. List the possible solutions:

- Improve communication and service level agreements with current logistics and manufacturing partners.
- Invest in setting up small-scale in-house production for better quality control.
- Switch to a new logistics provider with a proven delivery record.
- Hire a part-time customer service representative to handle complaints and improve response times.
- Conduct a short customer satisfaction survey to identify specific pain points

### 3. Recommend the best course of action with reasons:

The best immediate course of action is to **switch logistics partners** and **hire a part-time customer service representative**. This approach addresses two of the most urgent problems—delivery delays and lack of response—without requiring a large investment. In the medium term, the company should consider bringing production in-house **only after** stabilizing operations and ensuring cash flow improves. Addressing customer satisfaction first is key to restoring brand trust and boosting repeat purchases.



# Technical Terms

Read more P. 55



- 1. Outsourcing**-The practice of hiring third-party companies to perform services or produce goods that were previously done in-house.
- 2. Service Level Agreement (SLA)**- A contract between a service provider and a client that outlines the expected service standards, including delivery times and quality levels.
- 3. Logistics Provider**-A company responsible for managing the flow of goods, including transportation, warehousing, and inventory management

# Technical Terms

Read more P. 55



**4. In-house Production-**When a company manufactures its products internally, rather than outsourcing the production to external suppliers or manufacturers.

**5. Customer Satisfaction-**A measure of how products or services provided by a company meet or surpass customer expectations. Often assessed via surveys or feedback.

**6. Customer Service Response Time-** The average time it takes for a customer service representative to respond to a customer's inquiry or complaint.

# Technical Terms

Read more P. 55



**7. Quality Control**-The process of ensuring that products meet the required quality standards before they are delivered to customers. It includes checking for defects, consistency, and performance.

**8. Brand Trust**-The confidence that consumers have in the reliability and credibility of a company's products and services.

**9. Return on Investment (ROI)**-A performance measure used to evaluate the efficiency of an investment, calculated by dividing net profit by the initial investment cost.

# Technical Terms

Read more P. 55



**10. Customer Retention-** The ability of a company to retain its customers over a period of time, ensuring repeat business and loyalty.

**11. Supply Chain Management-** The handling and coordination of the production, shipment, and distribution of products, involving multiple processes like procurement, logistics, and inventory control.

**12. Feedback Loop-** A system in which customer feedback is collected and used to improve products, services, or business processes.

## Lesson 2

# Strategic Decision-Making Through Discussions



### Key Decision-Making Techniques:



**Cost-Benefit Analysis** (Weighing costs vs. benefits)



**Risk Assessment** (Identifying potential risks and mitigation strategies)



**Scenario Planning** (Predicting future trends)



### Role-Play Activity:



### Useful Phrases:

- *"In my opinion, the best approach is..."*
- *"The data suggests that we should..."*
- *"One risk we need to consider is..."*
- *"A potential opportunity is..."*



# Examples

1. In my opinion, the best approach is...

→ In my opinion, the best approach is to combine online and offline marketing.

2. The data suggests that we should...

→ The data suggests that we should increase investment in social media ads.

3. One risk we need to consider is...

→ One risk we need to consider is supply chain delays affecting delivery.

4. A potential opportunity is...

→ A potential opportunity is expanding into eco-friendly product lines.

# Exercises – Part A

Fill in the blanks with the correct phrase:

1. \_\_\_\_\_ hiring more staff to handle the holiday season.
2. \_\_\_\_\_ customers are showing more interest in personalized services.
3. \_\_\_\_\_ rising costs could reduce our profit margins.
4. \_\_\_\_\_ launching a mobile app to improve customer convenience.

# Answer Key

Part A:

1. In my opinion, the best approach is hiring more staff to handle the holiday season.
2. The data suggests that we should recognize customers are showing more interest in personalized services.
3. One risk we need to consider is rising costs could reduce our profit margins.
4. A potential opportunity is launching a mobile app to improve customer convenience.

# Exercises – Part B

Write your own sentences using the phrases:

1. In my opinion, the best approach is...
2. The data suggests that we should...
3. One risk we need to consider is...
4. A potential opportunity is...

## 2. Engage in Strategic Decision-Making Discussions

### Example Passage:

During our team discussion on market entry strategies, I advocated for a joint venture approach in Vietnam due to its lower risk and shared local knowledge. I supported my position with data on regulatory challenges and cultural factors. After weighing each option, our team agreed this strategy aligned best with our long-term goals and resource limitations.



## Lesson 3

# Writing Business Plans and Executive Summaries



## Business Plan Structure:





## Exercise:

Write an **executive summary** for a fictional startup.



## Grammar Focus: Business Writing

- *"Our company aims to reduce costs."* (Infinitives for purpose)
- *"We have been working on expansion."* (Present perfect continuous for ongoing actions)
- *"The strategy will focus on digital marketing."* (Future tense for business goals)



# Examples

1. Infinitives for purpose:

→ Our company aims to reduce costs.

2. Present perfect continuous for ongoing actions:

→ We have been working on expansion.

3. Future tense for business goals:

→ The strategy will focus on digital marketing.

# Exercises – Part A

Complete the sentences with the correct grammar form:

1. The team plans \_\_\_\_\_ (increase efficiency).  
[Infinitive]

2. We \_\_\_\_\_ (negotiate) with new partners for three months. [Present perfect continuous]

3. Next quarter, the company \_\_\_\_\_ (launch) a new product line. [Future tense]

# Exercises – Part B

Write one original business-related sentence for each:

1. Infinitive for purpose
2. Present perfect continuous for ongoing action
3. Future tense for business goals

# Answer Key

## Part A:

1. The team plans to increase efficiency.
2. We have been negotiating with new partners for three months.
3. Next quarter, the company will launch a new product line.

## Part B: (Sample Answers)

1. The company decided to invest in training programs.  
(Infinitive)
2. We have been improving our customer service system.  
(Present perfect continuous)
3. The organization will expand into Asian markets. (Future tense)

### 3. Write Business Plans and Executive Summaries Professionally

#### Example Passage (Executive Summary):

#### **Executive Summary – UrbanGreen Vertical Farms**

UrbanGreen proposes a network of vertical farms in Bangkok to supply fresh, pesticide-free produce to urban supermarkets and restaurants. Our solution addresses the growing demand for sustainable food and limited urban space. With a startup investment of \$500,000, we project profitability within 18 months, focusing on high-value leafy greens and hydroponic herbs. This business plan outlines our operational model, target market, competitive advantage, and financial forecasts.

## Lesson 4

Example P. 57



### Business Communication Types:



#### Formal vs. Informal Language

- *"Could you provide more details?"* (Formal)
- *"Can you send me more info?"* (Informal)



#### Persuasive Language in Business

- *"Our strategy will drive growth and efficiency."*
- *"Investing now ensures long-term success."*

# Examples

1. Formal:

→ Could you provide more details?

2. Informal:

→ Can you send me more info?

# Exercises – Part A

Rewrite the sentences to make them either formal or informal:

1. Please give me the report by tomorrow. (Make it formal)
2. Would you be able to clarify this point further? (Make it informal)
3. Send me the file as soon as you can. (Make it formal)

# Exercises – Part B

Write your own sentences:

1. Formal request
2. Informal request

# Answer Key

## Part A:

1. Could you please provide me with the report by tomorrow? (Formal)
2. Can you explain this point a bit more? (Informal)
3. Could you kindly send me the file as soon as possible? (Formal)

## Part B: (Sample Answers)

1. Formal: Would you mind sharing the agenda before the meeting?
2. Informal: Can you give me the agenda before we meet?

## 4. Prepare for Clear and Persuasive Business Communication

### Example Passage (Business Email):

**Subject:** Request for Partnership Meeting – SmartBox Packaging

Dear Mr. Chan,

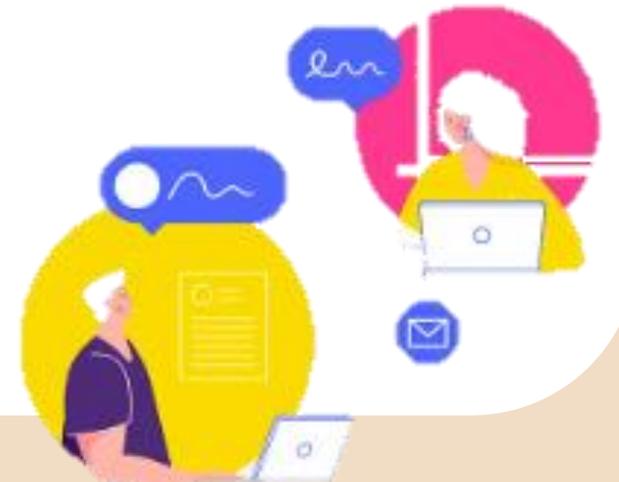
I hope this message finds you well. I am writing to explore a potential partnership between your distribution company and SmartBox, our sustainable packaging startup. We believe our innovative, reusable packaging solutions align with your eco-conscious logistics model.

Could we schedule a 30-minute call next week to discuss how we can collaborate to reduce plastic waste in the supply chain?

Warm regards,

**Rina Kosol**

Business Development Manager, SmartBox Co., Ltd.



## Unit 9

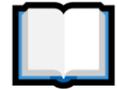
# Final Project & Assessment



## Lesson 1

# Business Pitch Presentation

Read more P. 59



## Structure of a Business Pitch:

### 1. Introduction

Company name, mission, and vision

### 2. Problem & Solution

What problem does your business solve?

### 3. Market Opportunity

Who are your target customers?

### 4. Business Model

How will you make money?

### 5. Call to Action

What do you need from investors or partners?





## **Presentation Activity:**



**Prepare a 3-5 minute business pitch**



**Use persuasive language and body language**



**Present in front of the class or record a video**

## **▬ Evaluation Criteria:**

- ✓ Clear structure and organization
- ✓ Effective use of business vocabulary
- ✓ Confident delivery and professional tone



# Example

---

## **[Slide 1: Problem Statement]**

"Every year, millions of small businesses struggle to manage their finances, leading to poor cash flow and missed growth opportunities. Traditional accounting software is either too complex or too expensive for these entrepreneurs. They need a simple, affordable, and smart solution."

## **[Slide 2: Our Solution]**

"That's where *FinTrack* comes in — an AI-powered financial management app designed specifically for small businesses and freelancers. With just a few taps, users can track income and expenses, generate invoices, and receive real-time financial advice."

## **[Slide 3: Market Opportunity]**

"The global small business software market is projected to hit \$80 billion by 2027. We're targeting 10% of this market within the next five years, starting with Southeast Asia, where digital adoption is rapidly growing."

## **[Slide 4: Why Us?]**

"Our team combines over 20 years of experience in fintech and mobile development. We've already secured two pilot partnerships and gained 5,000 beta users in just three months — with a 40% monthly growth rate."

## Lesson 2

# Written Business Communication Assessment



### Assessment Task Options:

#### 1. Writing a formal business email

- Scenario: **Request a meeting with a potential investor**
- Focus on **clarity, politeness, and professional tone**

#### 2. Drafting a business report

- Scenario: **Summarize a market analysis for your startup**
- Focus on **structured writing, data interpretation, and logical flow**





## Example Business Email:

**Subject:** Proposal for Strategic Partnership

Dear [Recipient],

I hope this email finds you well. I am reaching out to explore a potential collaboration between our companies. Our businesses share a common vision, and I believe working together could drive mutual growth.

Would you be available for a brief meeting next week? Please let me know a convenient time.

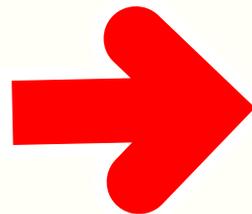
Looking forward to your response.

Best regards,

[Your Name]



## Assessment Criteria:



- ✓ Grammar, spelling, and punctuation
- ✓ Clarity and organization
- ✓ Appropriate business tone

# 1. Email Example (Professional Communication)

**Subject:** Follow-Up on Marketing Proposal Meeting

Dear Ms. Lee,

Thank you for meeting with us yesterday to discuss the upcoming marketing campaign. We appreciate your feedback and are currently revising our proposal based on your suggestions.

We will send the updated version by Friday and would be happy to schedule another call next week to finalize the details.

Please let us know your availability.

Best regards,

**John Tan**

Marketing Manager, Bright Ideas Co.

[john.t@brightideas.com](mailto:john.t@brightideas.com)



## 2. Proposal Example (Business Proposal Summary)

**Proposal Title:** Digital Marketing Services for GreenLife Products

**Objective:**

To increase GreenLife's online sales by 35% within six months through targeted digital marketing strategies.

**Scope of Services:**

- Social media advertising (Facebook, Instagram)
- Google Ads campaigns
- Monthly performance reports
- SEO optimization for product pages

**Timeline:**

Campaign launch: June 15

Initial results report: July 30

**Investment Required:**

Total project cost: \$18,000

Payment terms: 50% upfront, 50% after 3 months

Prepared by:

**Anna Chua**

Digital Solutions Ltd.



### 3. Report Example (Business Report Summary)

#### Monthly Sales Report – April 2025

**Prepared by:** Sales Department

**Date:** May 1, 2025

#### **Executive Summary:**

Sales increased by 12% compared to March 2025, driven by strong performance in the online channel. Regionally, Bangkok and Chiang Mai saw the highest growth.

#### **Key Figures:**

- Total revenue: THB 5.2 million
- Top-selling product: EcoBag (THB 1.1 million)
- Customer retention rate: 83%

#### **Recommendations:**

- Expand digital advertising to northern provinces
- Introduce loyalty rewards in Q3

## 4. Contract Example (Short Business Agreement)

### Service Agreement

This agreement is made on May 4, 2025, between:

**Party A:** SunGreen Co., Ltd.

**Party B:** EcoLogistics Delivery Services

### Scope of Work:

EcoLogistics will provide daily delivery services for SunGreen's online orders within Bangkok, operating Monday to Saturday.

### Payment Terms:

THB 30,000/month, paid on the 1st of each month.

### Term:

6 months, from June 1 to November 30, 2025

### Signed:

[Signature]

SunGreen Co., Ltd.

[Signature]

EcoLogistics Delivery Services

## Lesson 3

# Review and Feedback

Read more P. 63



### ◆ Technical Terms for Business Communication Unit



1. **Business Pitch** – A short, persuasive presentation to attract investors, partners, or clients.
2. **Executive Summary** – A concise overview of a report or proposal's main points.
3. **Target Audience** – The specific group of people a message or product is intended for.
4. **Value Proposition** – A clear statement of the benefits a product or service delivers to customers.
5. **Call to Action (CTA)** – A prompt that encourages the audience to take a specific next step (e.g., invest, sign up).
6. **Professional Tone** – A respectful, concise, and formal style of writing used in business.

## Lesson 3

# Course Review and Feedback

Read more P. 64



### ◆ Technical Terms for Business Communication Unit



7. **Stakeholders** – Individuals or groups affected by or having an interest in a business decision.
8. **Feedback Loop** – A process of receiving and using responses to improve future communication or performance.
9. **Business Model** – A plan for how a company creates, delivers, and captures value.
10. **Memo (Memorandum)** – A brief written communication used within an organization to share information.
11. **Proposal** – A formal suggestion or plan presented for consideration or approval.
12. **Report** – A structured document that presents data, findings, and recommendations.
13. **Terms and Conditions** – The rules and guidelines outlined in business agreements or contracts.
14. **Non-Disclosure Agreement (NDA)** – A legal document protecting confidential business information.
15. **Elevator Pitch** – A very brief summary of a business idea or product, designed to be delivered in under a minute.

## Part 1

# Reflection (Self-Evaluation)

**Instructions** : After delivering a short business pitch (or presenting an email/report/proposal), answer the following questions:

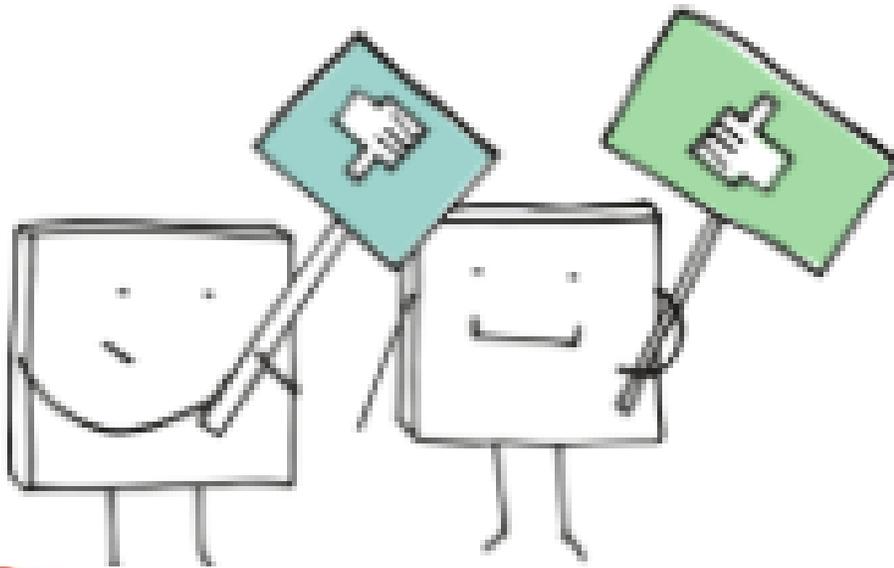


1. What part of my communication was most effective? Why?
2. What challenges did I face during the presentation or writing?
3. Did I connect well with my audience? How could I improve that?
4. What would I do differently next time to enhance clarity or impact?

## Part 2

# Peer Feedback

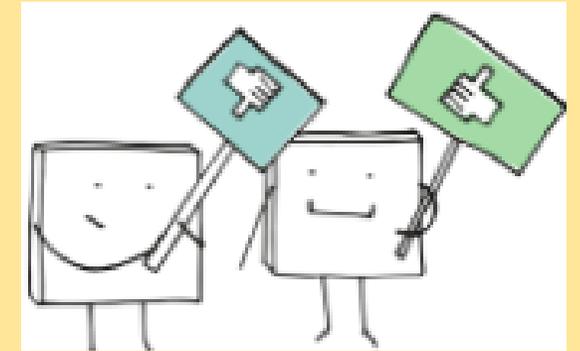
**Instructions** : Exchange presentations or written work with a classmate or colleague. Use the following format to give constructive feedback:



- What worked well:  
*(e.g., "Your message was clear and your tone was professional.")*
- What could be improved:  
*(e.g., "Consider adding more examples to support your key points.")*
- One suggestion for next time:  
*(e.g., "Try rehearsing with a timer to stay within the time limit.")*

## Part 2

### A Few Phrases to Request Peer Feedback



#### **Giving feedback politely:**

- "One strength I noticed is..."
- "You explained this part very clearly, but you could make it even stronger by..."
- "I really liked how you..., and I suggest you might also..."

#### **Requesting feedback:**

- "I'd appreciate your thoughts on this."
- "Could you let me know what worked well and what I could improve?"
- "Your feedback would really help me refine this."

#### **Neutral phrase to start a feedback session:**

- "Let's share some peer feedback on each other's work."
- "Now it's time to exchange constructive feedback."

## Part 3

# Action Plan

**Instructions** : Based on your reflection and the feedback received, write a short action plan (3–4 bullet points) to improve your next communication task.

- Practice using simpler language for technical terms.
- Add a visual aid to support financial data.
- Rehearse answers to common investor questions.
- Ask for feedback before finalizing future proposals.





## Peer Feedback Activity:



**Pair up and provide constructive feedback** on each other's presentations



**Use the Sandwich Method**

**Positive  
comment**

**Suggestion**

**Positive  
comment**

## Final Task

# Business Showcase

Present your **business pitch** and submit a **formal business communication piece** (email or report). The best presentations will be recognized!



