

A HANDBOOK OF

English for Specific Purposes Using the Storyline Approach



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Kolofon

A Handbook of English for Specific Purposes Using the Storyline Approach

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English for Specific Purposes Using the Storyline Approach

Part 1 - The Storyline Approach



dr. Eva Boh

INTRODUCTION

Why the Storyline Approach?



It has always fascinated me that something as simple as a stack of paper can open the path to knowledge and enable an individual to know anything, to learn anything, to become anyone.

I first encountered the internationally recognised pedagogical approach of storyline while studying English and English Literature; I further deepened my knowledge while writing my thesis, piloting and justifying the positive effects of using textbook material based on elements of the storyline approach.

I was immediately attracted to this approach because of the pedagogical use of story. I am convinced that the story can be used to increase motivation and also to improve retention. I can illustrate my hypothesis with a simple test. If we ask students which units or topics of vocabulary they have covered in their English lessons during the school year, they struggle to name them all. When asked to reconstruct a novel they have read in a foreign language, they can easily reconstruct the content in a meaningful order, inadvertently using the relevant vocabulary they have learnt in each chapter.

Starting from this simple example, I began to think about how I could shape my English lessons into a story that students could easily remember, that would engage and motivate them more in their learning, and even encourage them to co-create it themselves according to their interests and suggestions. I see the internationally recognised pedagogical approach of storyline as the answer to the problem. This book is the result of my doctoral thesis, where I confirmed that the use of this approach contributes to a better quality of English language learning and that it motivates students more.

The book consists of 2 parts. Firstly, the theoretical background of the storyline approach is explained. The second part of the book presents an example of a storyline material which teaches English for specific purposes and is intended for the teaching of English as a first foreign language to students in a secondary school.

I truly believe that the storyline approach can change the perception of foreign language teaching.

dr. Eva Boh

CHAPTER 1

The Philosophy of the Storyline Approach

What is storyline?

The original idea for the storyline approach was developed in response to changes in the primary education system in Scotland, when the Department of Education published the report Primary Education in Scotland in 1965, introducing the idea of cross-curricular integration.

One of the main features of storyline relates to the distinction between teaching facts and information and teaching the skills needed to operate with information. In a world where access to information is relatively easy, new knowledge is accumulating at an alarming rate and teachers are finding it difficult to keep up with these changes, it is imperative that curricula move away from factor-based education and begin to emphasise the importance of teaching abilities and skills.

Why does the name “storyline” represent?

The name ‘Storyline’ symbolises a story, symbolically represented by the learner, and a line, drawn by the teacher.



In foreign language teaching, it is very important to place language teaching in a meaningful context, which is very difficult to recreate in the classroom. It is stories that can help us contextualise foreign language teaching.

Not only does storyline improve students’ language skills, it also motivates them to participate in class and study more easily.



CHAPTER II

The Elements of Storyline

Features of the storyline elements

This section describes the key features of the storyline approach. Different authors have different views on the principles and tenets used in the storyline approach. I have therefore developed an overview of the key features or elements of storyline that have been cited in the literature to date.

1. Key questions

In the storyline approach, the teacher is not the transmitter of knowledge and the learners are passive receivers, but the teacher plays the role of a facilitator, while in the storyline approach the teacher presents an environment in which learners ask questions, are curious and eager to explore. Key questions are used to check how much students already know about a topic, activating prior knowledge that will help them learn a new topic.

When asking key questions, make sure they are open-ended, in order to encourage creative and imaginative thinking.

There are no right or wrong answers, they are all right, you just have to justify your choice.





2. Story

The story presents a clear structure of the learning process and the meaningful flow of the story is an authentic input and communicative way of using the foreign language.



3. Hypothesising

Hypothesising about certain topics and issues contributes to the high level of foreign language input that students encounter when they test these hypotheses through their own research into the sources



4. Inventiveness and creative thinking

Through inventiveness and creative thinking, problem-solving activities bring students closer to learning in real-life situations outside the classroom and prepare them to learn independently to solve problems in everyday life.



5. Visualisation

Visualisation helps to increase recall and personalise the learning process.



6. Group work

Group work allows all students in a group to achieve the same learning goals, thanks to peer support and group work. This benefits weaker students who might not be able to achieve the same learning objectives on their own, but also better students who might otherwise be bored, and it is an opportunity for them to express themselves with the help of others, while gaining a better overview of their own knowledge.



7. The use of language structures

Storyline contributes to the use and fluency of a foreign language by presenting learning content and grammatical structures in a meaningful context, without rigidly explaining theory in abstract terms.

CHAPTER III

The Storyline Coursebook

Storyline can also be incorporated not only in the classroom, but also in the design of a coursebook material. Part 2 of this book provides a practical example of the coursebook material which supports the storyline teaching approach and helps guide the teacher and students through the process of creating a storyline syllabus.



This part illustrates two storyline ideas, each presented in a separate module. The first is called Let's open our own business and the second storyline is named New business opportunities.

Each unit develops a story within the coursebook story and has a beginning, main focus, sometimes also climax and ending. This particular coursebook material is intended for students of English for specific purposes. The coursebook is written in such a way that it can be applied to any educational program. The idea of the coursebook is to encourage the students to start their own company. Through the process of starting their own business students learn the necessary vocabulary and grammatical structures that the syllabus requires, however they still control the story and are free to develop it in any way they wish.



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English for Specific Purposes Using the Storyline Approach

Part 2 - The Storyline Coursebook



dr. Eva Boh

STORYLINE 1

Let's open our own business





STORYLINE 1

1.1 My business idea

You are thinking of having your own company, so it would be a good idea to think about what it takes to run a business.

Write down 10 key questions everyone should ask themselves before opening their own business. For example:

- 1) Which services will my company provide ?
- 2) -----?
- 3) -----?
- 4) -----?
- 5) -----?
- 6) -----?
- 7) -----?
- 8) -----?
- 9) -----?
- 10) -----?

Now try to think of the possible answers for those questions.

- 1) -----
- 2) -----
- 3) -----
- 4) -----
- 5) -----
- 6) -----
- 7) -----
- 8) -----
- 9) -----
- 10) -----



Now read the following text about a business owner John and how he managed to open his own company.

John's story

John had always been passionate about creating something of his own. From a young age, he was fascinated by the idea of building a business from the ground up. After years of working in various industries and gaining valuable experience, he decided it was time to take the plunge and start his own company.

The journey began with a simple idea. John spent countless hours researching the market, identifying potential opportunities, and understanding the needs of his target audience. He knew that a solid business plan was crucial for success, so he meticulously crafted one that outlined his vision, mission, and goals. This plan also included detailed financial projections, marketing strategies, and operational plans.

One of the first challenges John faced was securing funding. He approached several banks and investors, armed with his well-prepared business plan. Despite facing numerous rejections, he remained persistent and eventually secured a loan from a local bank. This initial funding was crucial in getting his business off the ground.

With the financial aspect sorted, John turned his attention to finding the right location for his business. He spent weeks scouting various locations, considering factors such as foot traffic, accessibility, and proximity to suppliers. After much deliberation, he found the perfect spot and signed a lease.

Next, John focused on building a strong team. He knew that having the right people on board was essential for the success of his business. He carefully selected individuals who shared his vision and were passionate about the industry. He invested time in training them, ensuring they were well-equipped to handle their roles and responsibilities.

Marketing was another critical aspect of John's business strategy. He leveraged both traditional and digital marketing channels to create awareness and attract customers. He invested in a professional website, social media campaigns, and local advertising. His efforts paid off, and soon, his business started gaining traction.

As the business grew, John faced several challenges. There were times when he had to make tough decisions, such as cutting costs or pivoting his business model. However, he remained resilient and adaptable, always keeping his long-term vision in mind. He sought advice from mentors and industry experts, learning from their experiences and applying their insights to his business.



John also understood the importance of customer satisfaction. He made it a priority to provide exceptional service and build strong relationships with his customers. He regularly sought feedback and used it to improve his offerings. This customer-centric approach helped him build a loyal customer base and generate positive word-of-mouth.



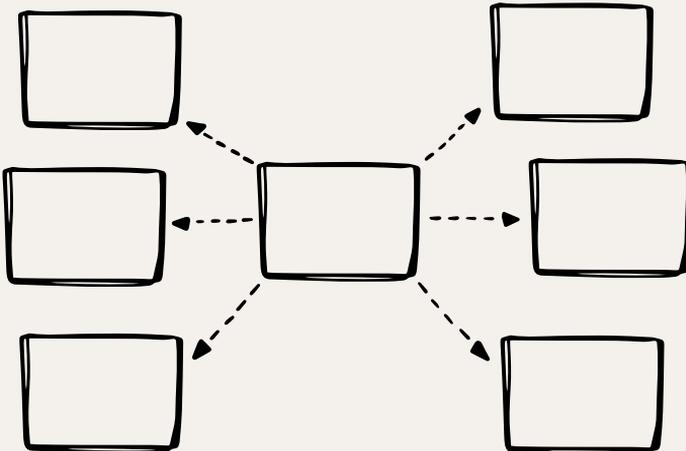
Over time, John's hard work and dedication paid off. His business grew steadily, and he began to see the fruits of his labor. He expanded his operations, hired more staff, and even opened additional locations. Despite the challenges and setbacks, John never lost sight of his dream. His journey was a testament to the power of perseverance, passion, and hard work.

Today, John is a successful business owner, proud of what he has achieved. His story serves as an inspiration to aspiring entrepreneurs, showing that with determination and the right mindset, it is possible to turn a dream into reality.



Underline all unknown expressions in the text that are related to business and look them up in the dictionary.

Having read the text about an entrepreneur, brainstorm about the advantages and disadvantages of owning your own business. Make a mind map.



Explore the topic further by listening to two classmates acting out an interview with the help of the following transcript of an interview between the journalist Amy and the business owner Natalie who explains the advantages of owning your own business.

Amy: Good morning, Natalie. Thank you for joining us today. As a successful business owner, can you share some of the advantages of being your own boss?

Natalie: Good morning, Amy. It's a pleasure to be here. There are numerous advantages to being your own boss, and I'd be happy to share some of them.

Amy: Great! Let's start with the most obvious one. What do you think is the biggest advantage?

Natalie: For me, the biggest advantage is the freedom to make decisions. When you're your own boss, you have the autonomy to steer your business in the direction you believe is best. You're not bound by someone else's vision or rules, which allows for a lot of creativity and innovation.

Amy: That sounds empowering. How does this freedom impact your daily work life?

Natalie: It makes a huge difference. I can set my own schedule, prioritize tasks based on what I think is most important, and adapt quickly to changes in the market. This flexibility is invaluable, especially when it comes to balancing work and personal life.

Amy: Speaking of balance, how has being your own boss affected your work-life balance?

Natalie: It's definitely improved it. While running a business can be demanding, the ability to control my schedule means I can carve out time for family, hobbies, and self-care. It's about finding a rhythm that works for me, rather than adhering to a rigid 9-to-5 structure.

Amy: That's wonderful to hear. What about financial benefits? How does being your own boss impact your earnings?

Natalie: There's certainly potential for greater financial rewards. As a business owner, you're directly responsible for your company's success, which means your earnings can reflect the effort and dedication you put in. Of course, there are risks involved, but the upside can be significant.

Amy: Risks are an inherent part of any business. How do you manage them?

Natalie: It's all about planning and being prepared. I make sure to stay informed about industry trends, maintain a solid business plan, and have contingency plans in place. Networking with other business owners and seeking advice from mentors also helps in navigating challenges.

Amy: Networking sounds crucial. Can you elaborate on how it benefits you as a business owner?



Natalie: Absolutely. Networking opens doors to new opportunities, partnerships, and valuable insights. It helps in building a support system of like-minded individuals who can offer guidance and share experiences. This sense of community is incredibly beneficial

Amy: That's insightful. Lastly, what personal growth have you experienced from being your own boss?

Natalie: The journey has been transformative. I've developed resilience, problem-solving skills, and a deeper understanding of my strengths and weaknesses. It's a continuous learning process that has made me more confident and capable, both professionally and personally.

Amy: Thank you, Natalie, for sharing your experiences and insights. It's clear that being your own boss comes with many advantages.

Natalie: Thank you, Amy. It's been a pleasure discussing this with you. I hope my experiences can inspire others to pursue their entrepreneurial dreams.



Now that you have an idea of what it is like to own your own business, read the article about the downsides of owning your own business and write down main points.

Don't be your own boss!

In today's economic landscape, business owners face a myriad of challenges that can make entrepreneurship a daunting endeavor. The global economy is experiencing fluctuations, with varying impacts on different sectors. While some industries are thriving, others are grappling with uncertainties and slow growth.

Recent data indicates that the U.S. economy grew at an annual rate of 2.4% in the fourth quarter of 2024, a slight decrease from the 3.1% growth in the third quarter.



This growth was primarily driven by consumer and government spending, while investment saw a decline. Economists predict that the economy may slow to near-standstill or even slip into recession in 2025, with a projected growth rate of just 0.8%. These economic conditions create a challenging environment for business owners, who must navigate the complexities of market dynamics and consumer behavior.

One of the significant downsides of owning a business in such an economy is the financial risk involved. Entrepreneurship does not guarantee a steady income, and business owners often face periods of financial instability, especially in the early stages. The initial investment required to start a business can be substantial, and there is always the possibility that the venture may not yield the expected returns. This financial uncertainty can be stressful and may impact personal savings and overall financial security. Another challenge is the long working hours that business owners often endure. Unlike a typical 9-to-5 job, running a business requires a high level of commitment and dedication. Entrepreneurs frequently find themselves working late nights and weekends to ensure their business operates smoothly. This can lead to burnout and negatively affect work-life balance, making it difficult to find time for family, friends, and personal interests. The responsibility and accountability that come with owning a business can also be overwhelming. Business owners are responsible for every aspect of their operations, from managing finances and marketing to dealing with customers and employees. This can be particularly challenging during economic downturns when maintaining profitability and growth becomes even more difficult. The pressure to meet financial targets and commitments to investors adds to the stress, making entrepreneurship a demanding and often solitary journey.

Navigating administrative tasks and regulatory requirements is another downside of owning a business. Entrepreneurs must stay abreast of changing regulations and ensure compliance with various laws and standards. This can be time-consuming and requires a thorough understanding of legal and financial matters. Additionally, dealing with accounting, taxation, and audits can be complex and may require professional assistance, adding to the overall cost of running a business. Despite these challenges, many business owners find the rewards of entrepreneurship to be worth the effort. The autonomy to make decisions, the potential for financial success, and the opportunity to pursue one's passion are compelling reasons to embark on this journey. However, it is essential for aspiring entrepreneurs to be aware of the downsides and prepare themselves for the realities of owning a business in today's economy. In conclusion, while the current economic conditions present significant challenges for business owners, understanding and addressing these downsides can help mitigate risks and pave the way for a successful entrepreneurial venture.



Now that you have an idea of what it is like to own your own business, read the article about the downsides of owning your own business and write down main points.

Now that you have an idea of what it is like to own your own business, read the article about the downsides of owning your own business and write down main points.

Writing a for-and-against essay

INTRODUCTION:

- 1.Nowadays there more and more...+TOPIC (state the topic)
- 2.There are several advantages to ..., however there are also some arguments against it which we should consider. (state the type of essay-for/against)

MAIN BODY PARAGRAPH 1:

- 3.On the one hand, there are several advantages to +TOPIC it. (topic sentence)
- 4.Firstly, +ARGUMENT FOR #1
- 5.To illustrate, /As a result, + JUSTIFY ARGUMENT #1
- 6.Secondly, +ARGUMENT FOR #2
- 7.For instance, /Consequently, + JUSTIFY ARGUMENT #2
- 8.Thirdly, +ARGUMENT FOR #3
- 9.To exemplify, /In this manner, + JUSTIFY ARGUMENT #3

MAIN BODY PARAGRAPH 2:

- 10.On the other hand, ...TOPIC... has certain disadvantages which should be taken into account.
- 11.To begin with, +ARGUMENT AGAINST #1
- 12.For example, /Therefore, +JUSTIFY ARGUMENT #1
- 13.Furthermore, +ARGUMENT AGAINST #2
- 14.Specifically, / In this way, +JUSTIFY ARGUMENT #2
- 15.Above all, + ARGUMENT AGAINST #3
- 16.Due to this/Thus, +JUSTIFY ARGUMENT #3

CONCLUSION:

- 17.All things considered, although there are (dis)advantages to ...TOPIC..., I am convinced that +YOUR OPINION.
- 18.Therefore, + JUSTIFY YOUR OPINION



In order for the essay to be coherent it is essential to use linking words. Linking words, also known as transition words or phrases, are essential in writing essays as they help to connect ideas, sentences, and paragraphs smoothly. They guide the reader through the text, making it easier to follow the writer's argument or narrative. Study various types of linking words.

Linking words

- SEQUENCE/ORDER: to begin with, for one thing, in the first place, firstly, next, then, secondly, thirdly, finally, lastly, in the end, to conclude
- CONCLUSION/SUMMARY: To conclude, to sum up, to summarize, in sum, in summary, finally, in the end, in the final analysis, on the whole, altogether, overall, in short, in a word, in brief, thus, so, then, therefore
- EXPLANATION/REFORMULATION: So, in other words, that is to say, in fact, as a matter of fact, actually, namely.
- EXAMPLE/ILLUSTRATION: For example, for instance, such as, to illustrate, specifically, namely
- ADDITIONAL SUPPORT/EVIDENCE: Again, also, and, as well, besides, equally important, moreover, further, furthermore, in addition, additionally, above all, what is more, then
- CAUSE AND EFFECT: So, therefore, consequently, in consequence, as a result, thus, hence, accordingly
- REFERING/POINTING: with regard to/regarding, as far as...is considered, talking about, with reference to, in terms of
- EMPHASIS: Indeed, in fact, of course, truly, even
- NARROWING DOWN: Particularly, especially, including
- GENERALIZATION: Generally, on the whole, in most cases, broadly speaking, as a rule
- SHOWING THE ATTITUDE: In my opinion, personally, I believe, frankly, no doubt, I'm afraid, regretfully, sadly, luckily, fortunately
- EXCEPTION/CONTRAST: but, yet, still, however, at the same time, although, in spite of, despite, on the one hand ...on the other hand, nevertheless, nonetheless, notwithstanding, though, in contrast, by contrast, on the contrary, conversely
- EXPRESSING SIMILARITY: similarly, likewise, not only...but also, also, in the same way, just as ... so to
- TIME EXPRESSIONS: before, easily, now, currently, then, subsequently, later, after, afterward, immediately, during, simultaneously, recently, meanwhile, at last, nowadays

Write your own essay related to the advantages and disadvantages of owning your own business. Your essay should be 180 to 220 words long and should include an introduction, two body paragraphs which explain the advantages and disadvantages of owning your own business and a conclusion which in which you summarize your ideas and express your opinion.



STORYLINE 1

1.2 A new business partner

This is _____(choose a male name). He would like to start his own business and open a _____ (choose a business in your field of profession). He has been thinking about this for years and he feels now is the time to fulfil his wish.

He wants to open his new store in one of the biggest cities in Slovenia. He has not quite decided in which city he will rent business premises.

However, he knows for sure that he wants to have his business located in an industrial zone, as this would attract many customers and regular clients.

Being close to big companies and factories may, however, mean that he will have to use English a lot in order to communicate with foreigners. Not only all the promotional leaflets, but also price lists and advertisements will have to be in English as well.

That sounds like a lot of work, which is why he needs your help! He would like you to become his business partner and be the manager of the salon. You will help him run the salon and assist him when speaking English, as he is not so good at foreign languages.



You can start by deciding on the name of the business and creating a logotype! Furthermore, decide where the business is going to be located, fill in the identity card and draw the logo on the board on the cover page.

The Identity Card of the business

Name:	
Logotype:	
Address:	
Telephone number:	
Website:	
E-mail:	

However, before deciding to partner up with someone, you should think about whether this is a good idea or not. Read the interview about the partnership and write down main ideas.

Interview: Friends Turned Business Partners Discuss Their Journey

In today's edition, we sit down with Emma and Jake, two friends who decided to embark on a business venture together. They share their experiences, highlighting the advantages and struggles of being business partners.

Interviewer: Emma and Jake, thank you for joining us. Let's start with the beginning. What inspired you to start a business together?

Emma: Thanks for having us. Jake and I have been friends for years, and we've always shared a passion for entrepreneurship. We realized that our skills complemented each other perfectly, so we thought, why not combine forces and start something together?

Jake: Exactly. Emma has a knack for marketing and customer relations, while I handle the financial and operational aspects. It seemed like a natural fit.

Interviewer: That sounds like a great partnership. What would you say are the main advantages of being business partners?

Emma: One of the biggest advantages is trust. Since we've known each other for so long, there's a strong foundation of trust and mutual respect. This makes decision-making smoother and helps us navigate challenges together.

Jake: I agree. Another advantage is the shared vision. We both have a clear understanding of where we want the business to go, and we're equally committed to achieving our goals. This alignment is crucial for any partnership.



Interviewer: Trust and shared vision are indeed important. How does your friendship impact your business relationship?

Emma: Our friendship definitely strengthens our business relationship. We communicate openly and honestly, which helps in resolving conflicts and making tough decisions. Plus, it's great to have someone you enjoy working with every day.

Jake: Absolutely. It also makes the journey more enjoyable. Running a business can be stressful, but having a friend by your side makes it more fun and less daunting.

Interviewer: Speaking of stress, what are some of the struggles you've faced as business partners?

Emma: One of the main struggles is balancing personal and professional boundaries. It's easy to let business discussions spill over into our personal time, which can be exhausting. We've had to learn to set boundaries and respect each other's space.

Jake: Another challenge is differing opinions. Even though we share a vision, we sometimes have different ideas on how to achieve it. We've had to learn to compromise and find solutions that work for both of us.

Interviewer: How do you handle conflicts when they arise?

Emma: Communication is key. We make sure to discuss any issues openly and honestly, without letting emotions get in the way. It's important to listen to each other's perspectives and find common ground.



Jake: We've also established a rule to never let conflicts linger. Addressing them promptly helps prevent resentment and keeps our partnership strong.

Interviewer: That's a wise approach. What advice would you give to friends considering starting a business together?

Emma: I'd say, make sure you have a solid foundation of trust and respect. It's also important to have clear roles and responsibilities to avoid stepping on each other's toes.

Jake: And don't forget to set boundaries. It's crucial to maintain a healthy balance between your personal and professional relationship. Lastly, be prepared for challenges and stay committed to your shared vision.

Interviewer: Thank you, Emma and Jake, for sharing your insights. It's clear that being business partners comes with both advantages and struggles, but with the right approach, it can be a rewarding experience.

Emma: Thank you for having us. We hope our story inspires others to pursue their entrepreneurial dreams.

Jake: Thanks, it's been a pleasure discussing our journey.

In order to explore this option further you have decided to write an opinion essay about it. Before writing it, study the outline of the structure of an opinion essay.



Opinion essay

INTRODUCTION:

Nowadays there more and more...+TOPIC (state the topic).
In my opinion (State your opinion)

MAIN BODY PARAGRAPH 1:

To begin with, + TOPIC SENTENCE (REASON FOR AGREEING #1).
(To illustrate, + example)
(Consequently, + justification)

MAIN BODY PARAGRAPH 2:

Moreover, + TOPIC SENTENCE (REASON FOR AGREEING #2).
(To exemplify, + example)
(As a result, + justification)

MAIN BODY PARAGRAPH 3:

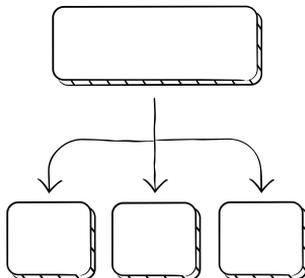
However, + TOPIC SENTENCE (REASON FOR DISAGREEING).
(For instance, + example)
(In this way, + justification)

CONCLUSION:

In conclusion, /To conclude, /To sum up, /All in all, there are some (REASON FOR DISAGREEING), I am strongly convinced that (REASON FOR AGREEING).

Now write your opinion essay on why it is a good idea to have a business partner. The essay should have 5 paragraphs and should be 180 to 220 words long. Do not forget about the use of linking words to make your essay better.

Start by writing a draft of your essay in a form of a mind map.



Navigating the Complexities of Goods Production: Insights from a Business Analyst



In the ever-evolving landscape of business, companies involved in the production of goods face unique challenges. As a business analyst, I have observed various trends and obstacles that these businesses encounter. This article delves into the intricacies of goods production and highlights some of the significant challenges that companies must navigate to succeed.

Understanding Goods Production

Goods production involves transforming raw materials into finished products through various processes. This sector encompasses a wide range of industries, from manufacturing and construction to food production and textiles. The primary goal is to create high-quality products efficiently and cost-effectively while meeting consumer demands and regulatory standards.

Key Challenges in Goods Production

Supply Chain Disruptions

One of the most pressing challenges in goods production is supply chain disruptions. Global supply chains are vulnerable to geopolitical tensions, natural disasters, and pandemics, which can lead to delays and shortages of raw materials¹. Companies must develop resilient supply chain strategies, such as diversifying suppliers and leveraging technology for predictive analytics, to mitigate these risks.

Workforce Shortages and Skills Gaps

The production sector often struggles with workforce shortages and skills gaps. An aging workforce and a lack of skilled labor can hinder production efficiency and innovation. To address this, companies need to invest in workforce development programs, upskilling initiatives, and automation technologies to bridge the talent gap and ensure a seamless transition to modern manufacturing practices.

Regulatory Compliance

Compliance with regulatory standards is another significant challenge. Businesses must adhere to various regulations related to safety, environmental impact, and quality control. Navigating these regulations requires a thorough understanding of legal requirements and continuous monitoring to ensure compliance. Failure to comply can result in hefty fines and damage to the company's reputation.

Cost Pressures and Inflation

Rising costs of raw materials, energy, and labor put pressure on production businesses to maintain profitability. Inflation can further exacerbate these challenges, making it difficult to control expenses. Companies must adopt cost-control measures, such as lean manufacturing techniques and strategic sourcing, to manage these pressures effectively.

Strategies for Overcoming Challenges

Embracing Digital Transformation

Digital transformation is crucial for modernizing production processes and improving efficiency.

Implementing technologies like the Internet of Things (IoT), artificial intelligence (AI), and robotics can streamline operations, reduce waste, and enhance productivity. A clear digital strategy aligned with business objectives is essential to ensure these technologies deliver tangible benefits.

Enhancing Supply Chain Resilience

Building a resilient supply chain involves diversifying suppliers, fostering strong collaborations, and utilizing predictive analytics to anticipate disruptions. By creating a more flexible and responsive supply chain, companies can better withstand external shocks and maintain steady production.

Investing in Workforce Development

Addressing workforce shortages requires a proactive approach to talent management. Companies should invest in training and development programs to upskill their existing workforce and attract new talent. Partnering with educational institutions and offering apprenticeships can also help build a pipeline of skilled workers.

Focusing on Sustainability

Sustainability is becoming increasingly important for consumers, investors, and regulators. Companies must align their operations with environmental, social, and governance (ESG) goals to remain competitive. This includes reducing carbon footprints, adopting circular economy models, and ensuring ethical sourcing of materials.

Conclusion

The production of goods is a complex and challenging endeavor, but with the right strategies, businesses can navigate these obstacles and thrive. By embracing digital transformation, enhancing supply chain resilience, investing in workforce development, and focusing on sustainability, companies can position themselves for long-term success in an ever-changing market. As a business analyst, I believe that understanding and addressing these challenges is crucial for any company involved in the production of goods.

Having read the article you have an idea of what it takes to start a business related to the production of certain items. Now listen to two classmates acting out a short dialogue between a radio presenter and Jim who is a successful business entrepreneur. While listening make notes about the advantages and disadvantages of owning a business in the service sector.

Presenter: Good morning, listeners! Today, we have a special guest with us, Jim, a successful entrepreneur in the service sector. Welcome, Jim!

Jim: Good morning! It's great to be here.

Presenter: Jim, you've built a thriving business in the service sector. Can you share some of the advantages of owning a business in this field?

Jim: Absolutely. One of the biggest advantages is the ability to build strong relationships with customers. In the service sector, customer satisfaction is paramount, and providing excellent service can lead to repeat business and referrals. This creates a loyal customer base, which is essential for long-term success.

Presenter: That makes sense. How does this customer-centric approach impact your business operations?

Jim: It has a significant impact. We focus on understanding our customers' needs and preferences, which allows us to tailor our services accordingly. This personalized approach not only enhances customer satisfaction but also helps us stand out in a competitive market.

Presenter: Speaking of competition, how do you handle the competitive nature of the service sector?

Jim: Competition is indeed fierce, but it drives us to continuously improve and innovate. We invest in training our staff, adopting new technologies, and refining our processes to ensure we offer the best possible service. Staying ahead of the curve is crucial in this industry.

Presenter: Innovation sounds key. What other advantages do you see in owning a service-based business?

Jim: Another advantage is the relatively lower initial investment compared to product-based businesses. Since we don't have to worry about manufacturing or inventory costs, we can allocate resources to areas like marketing, customer service, and technology. This flexibility allows us to scale our business more efficiently.

Presenter: That's interesting. Now, let's talk about the challenges. What are some of the disadvantages of owning a business in the service sector?

Jim: One of the main challenges is the intangible nature of services. Unlike products, services are not physical items that customers can see or touch before purchasing. This can make it difficult to convey the value of our offerings and build trust with potential clients.

Presenter: How do you overcome this challenge?

Jim: We focus on building a strong brand and reputation. Positive reviews, testimonials, and word-of-mouth referrals are invaluable in establishing credibility. Additionally, we offer guarantees and transparent communication to reassure customers about the quality of our services.

Presenter: That sounds like a solid strategy. What other challenges do you face?

Jim: Another challenge is managing customer expectations. In the service sector, expectations can vary widely, and it's crucial to ensure that we consistently meet or exceed them. This requires effective communication, setting realistic expectations, and delivering on promises.

Presenter: Managing expectations must be tough. How do you ensure consistency in service delivery?

Jim: Consistency is achieved through rigorous training and quality control measures. We have standardized procedures and protocols in place to ensure that every customer receives the same high level of service. Regular feedback and performance reviews help us identify areas for improvement and maintain our standards.

Presenter: That's impressive. Are there any other disadvantages you'd like to highlight?

Jim: Yes, the dependency on human resources is another challenge. Since our services are delivered by people, factors like staff turnover, training, and morale can significantly impact our operations. It's essential to invest in our team and create a positive work environment to ensure they are motivated and committed.

Presenter: How do you keep your team motivated?

Jim: We prioritize employee engagement and development. Offering competitive compensation, opportunities for growth, and a supportive work culture are key. Recognizing and rewarding hard work also goes a long way in maintaining high morale and productivity.

Presenter: That's great to hear. Finally, what advice would you give to aspiring entrepreneurs in the service sector?

Jim: My advice would be to focus on building strong relationships with customers and employees. Understand your market, stay adaptable, and continuously strive for excellence. The service sector can be challenging, but with dedication and the right strategies, it can also be incredibly rewarding.

Presenter: Thank you, Jim, for sharing your insights. It's clear that owning a business in the service sector comes with both advantages and challenges, but with the right approach, success is achievable.



Jim: Thank you for having me. It's been a pleasure discussing this with you. I hope my experiences can inspire others to pursue their entrepreneurial dreams.
Presenter: Thank you, Jim. And to our listeners, stay tuned for more inspiring stories and insights. Have a great day!

Think about two types of business ideas. One related to the production of goods and the other related to providing services and decide which business module may be best for you and your business partner.

The next thing to do is to check the competition first to get some ideas and then create a business plan.

WHILE-READING ACTIVITY

On the Internet find a text related to your business idea, or an interview with a business owner or a famous person from your professional field. Copy the text below and state the website link. While reading the text do the following:

- underline all the unknown words,
- try to guess from the context what they mean.

POST-READING ACTIVITY

Think about your own wish. Write a short paragraph about what you wish to do professionally. Think of the previous questions and what you have just read. Include the following points:

- explain what career you want to pursue,
- why you want to do this kind of work for a living,
- what your dream job would be like.



STORYLINE 1

1.4 Who is our business partner?

Your dream may partly come true now that you are helping your business partner in your company called(NAME). In order to be able to successfully work with him, you need to get to know him a bit better.

Read some facts about him and fill in the missing gaps with the most appropriate forms of the verbs in brackets by using Present Simple or Present Continuous.

Your partner (be) 25 years old. He (live) in Celje. He (study) business management at University of Ljubljana.

Every day he (go) to the library of the faculty to study there. He (wake up) at 7 o'clock, (eat) breakfast and (take) a bus to school.

Actually he (just finish) his diploma thesis now and he will soon have a degree. Tomorrow he (meet) his mentor at 7 a.m. to discuss the final details of his work, which is why he has to wake up earlier than usual, because the bus (leave) the station already at 6.30.

The topic of the thesis he (research) is connected to opening a new business and its management. He (be) really interested in this process and managing a business (represent) a real challenge for him. This is also why he probably (want) to own it himself.



PLANS FOR THE FUTURE:

Read what your business partner is planning for the future and insert the most appropriate forms of the verbs in brackets into the gaps by using Present Simple or Present Continuous. Be careful about stative verbs.

Besides his degree, your business partner (also think) about continuing his studies and signing up for a Master's Degree in this field. In Slovenia Faculty of Economics (offer) a MA programme in business management, but he (have) a wish to study abroad.

But before he (do) that he will work for a while, as he (believe) it (be) necessary to work first. When you (work) for a period of time you (also gain) more practical knowledge and (get) more experience.

This (enable) you to get to know the work in the company better. It also (help) you to decide what field you (wish) to be specialised in and consequently also which fields of studies you (prefer). For this reason, it (seem) to make more sense to work in a company for a few years first and only later continue with the studies.





STORYLINE 1

1.5 How much?

Your business partner needs to set the prices and he needs your advice.

PRE-SPEAKING ACTIVITY

- What are the factors which contribute to the height of the prices?
- Do you think it is important where the company is located or how much your competition charges?

Now read an article published in a business magazine related to the price range and make notes.

FACTORS INFLUENCING PRICING: LOCATION AND COMPETITION

Setting the right price for products or services is a critical decision for any business. Prices directly affect profitability, market positioning, and customer perception. Several factors contribute to the height of prices, including the company's location and the pricing strategies of competitors. This article explores these factors and their impact on business success.

Cost of Goods Sold (COGS)

One of the fundamental factors influencing pricing is the cost of goods sold (COGS). This includes all expenses required to produce and deliver a product or service, such as raw materials, labor, manufacturing overhead, and shipping. Businesses must cover these costs to avoid losses, making COGS the baseline for setting a profitable price. Understanding and managing COGS effectively allows companies to set competitive prices while maintaining healthy profit margins.

Market Demand

Market demand plays a crucial role in determining prices. If a product or service is highly sought after, businesses can charge higher prices. Conversely, if demand is low, prices may need to be reduced to attract customers. Analyzing consumer behavior and market trends helps businesses gauge demand and adjust prices accordingly. This dynamic approach ensures that pricing strategies align with market conditions and customer expectations.

Perceived Value

The perceived value of a product or service significantly impacts pricing. Customers are often willing to pay more for items they perceive as high-quality, unique, or essential. Effective marketing and branding can enhance perceived value, allowing businesses to justify higher prices.

Investing in Workforce Development

Addressing workforce shortages requires a proactive approach to talent management. Companies should invest in training and development programs to upskill their existing workforce and attract new talent. Partnering with educational institutions and offering apprenticeships can also help build a pipeline of skilled workers.

Focusing on Sustainability

Sustainability is becoming increasingly important for consumers, investors, and regulators. Companies must align their operations with environmental, social, and governance (ESG) goals to remain competitive. This includes reducing carbon footprints, adopting circular economy models, and ensuring ethical sourcing of materials.

Conclusion

Several factors contribute to the height of prices, including the cost of goods sold, market demand, perceived value, company location, competition, economic conditions, and regulatory compliance. Understanding and managing these factors effectively allows businesses to set prices that balance profitability, competitiveness, and customer satisfaction. By considering the impact of location and competition, companies can develop pricing strategies that align with their goals and market dynamics. In today's complex business environment, a well-informed pricing strategy is crucial for long-term success.

Videocall one of your classmates. One of you will do Activity 1 and the other one Activity 2 and then you will discuss the ideas together. Write down your classmate's name and your answers.

SPEAKING ACTIVITY 1

Discuss and suggest reasonable prices for the following services in your company: repairing and counselling services, selling tools and equipment, or other services you can. With your classmate try to agree on the prices and find arguments for your decisions.

SPEAKING ACTIVITY 2

Try to estimate the costs of tools needed for the services given below and the time needed to perform them. Combine the two and try to estimate the cost of the following services: repairing and counselling services, selling tools and equipment, or other services you can think of.

SPEAKING ACTIVITY 3

Compare suggestions from Activity 1 and estimations of the costs in Activity 2. Discuss the prices based on the findings of both groups and correct them if necessary. Once you agree on the prices for all services, fill in the price list for the company.

The Services Price List of(NAME)

Type of service	The cost of products	Time needed	Price for the service
REPAIRING SERVICES			
COUNSELLING SERVICES			
SELLING TOOLS			
SELLING EQUIPMENT			

The price list is valid from / /(CITY)



STORYLINE 1

1.6 The leaflet

The company(NAME) will soon open, so it would be a good idea to advertise it. Because your company is located near an industrial estate with a lot of foreign companies, an advertisement should be also in English.

Read an article from a marketing magazine about the importance of design of a leaflet and which information should a leaflet contain in order to be effective. Make notes.

The Power of Effective Leaflet Design: Key Elements for Success

In the world of marketing, leaflets remain a powerful tool for reaching potential customers. Despite the rise of digital marketing, well-designed leaflets can effectively convey messages, promote products or services, and drive customer engagement. This article explores the importance of leaflet design, the essential information it should contain, and best practices for creating an impactful leaflet.

The Importance of Leaflet Design

Leaflets are a tangible representation of your brand and can leave a lasting impression on recipients. A well-designed leaflet can capture attention, communicate key messages clearly, and persuade potential customers to take action. Here are some reasons why leaflet design is crucial:

First Impressions Matter: A visually appealing leaflet can grab attention and create a positive first impression. It sets the tone for how your brand is perceived and can influence the recipient's decision to read further.

Brand Consistency: Consistent design elements, such as colors, fonts, and logos, reinforce brand identity. A cohesive design helps build brand recognition and trust among your audience.

Clarity and Readability: Effective design ensures that the information is presented in a clear and organized manner. This makes it easier for recipients to understand the message and take the desired action.

Engagement and Retention: A well-designed leaflet can engage the reader and encourage them to keep the leaflet for future reference. This increases the chances of them acting on the information provided.

Essential Information for an Effective Leaflet
To create an effective leaflet, it is important to include the right information. Here are the key elements that should be present:

Headline: The headline is the first thing recipients will see, so it should be attention-grabbing and relevant. It should clearly convey the main message or offer.

Subheadings: Subheadings break up the text and make it easier to read. They should highlight key points and guide the reader through the content.

Body Text: The body text should provide detailed information about the product, service, or event being promoted. It should be concise, informative, and persuasive. Use bullet points or short paragraphs to enhance readability.

Call to Action (CTA): A strong CTA is essential for encouraging recipients to take the desired action, whether it's visiting a website, making a purchase, or attending an event. Make the CTA clear and compelling.

Contact Information: Include all relevant contact details, such as phone numbers, email addresses, and social media handles. This makes it easy for recipients to get in touch or learn more.

Visuals: High-quality images, graphics, and icons can enhance the visual appeal of the leaflet and support the message. Ensure that visuals are relevant and aligned with the brand.

Logo and Branding: Incorporate your logo and brand elements consistently throughout the leaflet. This reinforces brand identity and ensures a professional appearance.

Best Practices for Leaflet Design
Designing an effective leaflet involves more than just including the right information. Here are some best practices to ensure your leaflet stands out:

Keep It Simple: Avoid clutter and keep the design clean and simple. Focus on the key message and use white space effectively to make the content more readable.

Use High-Quality Images: Visuals play a crucial role in leaflet design. Use high-resolution images that are relevant to the content and enhance the overall look of the leaflet.

Choose the Right Colors: Colors can evoke emotions and influence perceptions. Use colors that align with your brand and create a visually appealing contrast. Ensure that the text is easily readable against the background.

Select Appropriate Fonts: Choose fonts that are easy to read and consistent with your brand identity. Avoid using too many different fonts, as this can make the leaflet look unprofessional.

Balance Text and Visuals: Strike a balance between text and visuals to create an engaging and informative leaflet. Too much text can overwhelm the reader, while too many visuals can distract from the message.

Include a Clear CTA: Make sure the call to action is prominent and easy to find. Use action-oriented language and provide clear instructions on what the recipient should do next.

Proofread and Test: Before printing, proofread the leaflet to ensure there are no errors or typos. Test the design with a small audience to get feedback and make any necessary adjustments.

Conclusion
A well-designed leaflet can be a powerful marketing tool that effectively communicates your message and drives customer engagement. By including essential information, following best practices, and focusing on clarity and visual appeal, you can create a leaflet that leaves a lasting impression and achieves your marketing goals. In a world where first impressions matter, investing in professional leaflet design is a step towards success.



STORYLINE 1

1.7 Preparing a speech

Today is the day of the grand opening of your company(NAME) in(CITY) and your business partner is preparing the speech he is going to give in front of all the invited guests and potential clients. However, your business partner has some problems with his speech and does not know what to say to the guests.

Read an insert form a book from a famous expert in communication about important factors one must consider when delivering a speech. Make notes.

Mastering the Art of Speech Delivery: Insights from a Communication Expert

Delivering a speech can be a daunting task, whether it's for a business presentation, a public event, or a personal occasion. Effective speech delivery requires careful planning, practice, and an understanding of key communication principles. As a communication expert, I have identified several important factors that one must consider to ensure a successful and impactful speech. This article explores these factors and provides practical tips for mastering the art of speech delivery.

Understanding Your Audience

One of the most crucial aspects of delivering a speech is understanding your audience. Knowing who you are speaking to allows you to tailor your message to their interests, needs, and expectations. Consider the following:

Demographics: Age, gender, cultural background, and profession can influence how your audience perceives your message.
Knowledge Level: Assess the audience's familiarity with the topic to determine the appropriate level of detail and complexity.
Interests and Concerns: Identify what matters most to your audience and address those points to keep them engaged.

Structuring Your Speech

A well-structured speech is easier to follow and more impactful. Organize your speech into clear sections:

Introduction: Start with a strong opening that grabs attention. This could be a quote, a question, or a compelling story. Introduce the main topic and outline what you will cover.

Body: Divide the body of your speech into key points or sections. Use logical transitions to move from one point to the next. Support your points with evidence, examples, and anecdotes.

Conclusion: Summarize the main points and reinforce the key message. End with a memorable closing statement that leaves a lasting impression.

Practicing Delivery

Practice is essential for effective speech delivery. Rehearse your speech multiple times to become familiar with the content and improve your delivery. Consider the following tips:

Timing: Ensure your speech fits within the allotted time. Practice with a timer to manage pacing.

Voice Modulation: Vary your tone, pitch, and volume to emphasize key points and maintain audience interest.

Body Language: Use gestures, facial expressions, and eye contact to convey confidence and engage with the audience.

Managing Nervousness

It's natural to feel nervous before delivering a speech. Here are some strategies to manage anxiety:

Preparation: Thorough preparation can boost confidence. Know your material well and anticipate potential questions.

Breathing Techniques: Practice deep breathing exercises to calm your nerves and maintain steady breathing during your speech.

Positive Visualization: Visualize yourself delivering a successful speech. Focus on positive outcomes rather than potential mistakes.

Engaging the Audience

Engagement is key to a successful speech. Here are some techniques to keep your audience involved:

Interactive Elements: Incorporate questions, polls, or activities to encourage audience participation.

Storytelling: Use stories and anecdotes to illustrate points and make your speech more relatable.

Visual Aids: Utilize slides, charts, or props to enhance understanding and retention.

Handling Questions

Be prepared to handle questions from the audience. Here are some tips:

Active Listening: Listen carefully to the question and ensure you understand it before responding.

Clear and Concise Answers: Provide clear and concise answers. If you don't know the answer, it's okay to admit it and offer to follow up later.

Stay Calm and Professional: Maintain composure and professionalism, even if faced with challenging questions.

Delivering a speech is an art that requires careful consideration of various factors. By understanding your audience, structuring your speech effectively, practicing delivery, managing nervousness, engaging the audience, and handling questions professionally, you can master the art of speech delivery. Remember, effective communication is not just about what you say, but how you say it. With these insights from a communication expert, you can deliver impactful and memorable speeches that resonate with your audience.

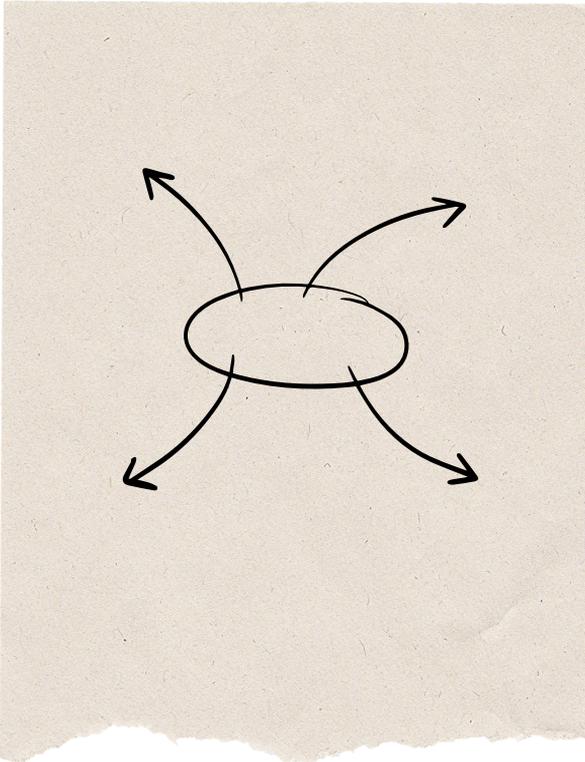


WRITING ACTIVITY

Help your partner write a short speech of 150 words. The speech should include the following points:

- greet the guests,
- present yourself and your business partner,
- explain why and how you have chosen the name of the company,
- present your business idea and services you offer,
- present the equipment you have bought,
- say why there is a need for a business like yours,
- explain your long term vision for this company for the future.

First make a draft of the main points of the speech.





STORYLINE 1

1.8 The big day



Today is the day of the grand opening of your company(NAME) in(CITY) .

SPEAKING ACTIVITY:

Now that you have written your speech, practice speaking. Call your classmate and tell him or her your speech. He/She will listen to you and make some notes about your speech.

WHILE-LISTENING ACTIVITY:

You did a great job with your speech! Congratulations! Now listen very carefully to your classmate’s speech and make some notes while listening by answering the questions below:

- Does the speech begin with a greeting?
- What is the name of your classmate’s business partner?
- What is the name of the company?
- Why does the company have this logo?
- Where is the company located?
- Which services does the company offer?
- Which equipment does the company have?
- Why is there a need for such a business in this city?
- What are some future plans of the company?

POST-LISTENING ACTIVITY

So, how did you like your classmate’s speech? Was it convincing?

Discuss what the important characteristics of a good speech are and give your business partner 5 guidelines for the speech before the big night.



STORYLINE 1

1.9 Quarterly report

Every business person has to sit down from time to time and evaluate the work that has already been done.

Answer the following questions in order to figure out what you have learnt and how helpful you have been to your business partner.

- 1.Introduce your business partner and his wishes in a few sentences. Use Present tenses.
- 2.In 10 sentences describe your company and what has been done so far. Use Present Simple, Present Continuous and Present Perfect tense!
- 3.Have you written a promotional leaflet? YES/NO.
- 4.Have you set the price list of the services? YES/NO.
- 5.Have you given and listened to a speech and were able to understand it? YES/NO.
- 6.Which furniture have you bought for your company?
- 7.Which equipment is needed for your business?
- 8.Which rooms does your company have? storage room , _____,

_____.

WRITING TASK:

Write a report with the help of the answers to the above questions. Make an outline of the report first.



STORYLINE 2

New business opportunities





STORYLINE 2

2.1 New collaboration

Your business has been really successful so far which is why your business partner is thinking of finding new business opportunities. An international company contacted you with a new business proposal and a long-term collaboration. They want to expand their business, which is why they are looking for new partners.

ACTIVITY 1: Write down 10 key questions everyone should ask themselves before expanding their business. For example:

- 1) Which additional services could my company provide ?
- 2) _____ ?
- 3) _____ ?
- 4) _____ ?
- 5) _____ ?
- 6) _____ ?
- 7) _____ ?
- 8) _____ ?
- 9) _____ ?
- 10) _____ ?

ACTIVITY 2: Discuss the above questions in pairs and think of the possible answer:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- _____

ACTIVITY 3: Write a short description of about 150 words about your company and past achievements.

ACTIVITY 4:

Read the article about what is it like to start working with an international company, what are the advantages and what you must be careful about when merging the company with an international company.

Starting and Merging with an International Company: Opportunities and Challenges

Working with an international company can be an exciting and rewarding experience. It opens doors to new markets, diverse cultures, and innovative practices. However, it also comes with its own set of challenges, especially when merging with an international entity. This article explores what it's like to start working with an international company, the advantages it offers, and the critical factors to consider during a merger.

The Experience of Working with an International Company

Starting to work with an international company often involves adapting to different business practices, communication styles, and cultural norms. Here are some aspects of the experience:

Diverse Work Environment

International companies typically have a diverse workforce, bringing together people from various backgrounds and cultures. This diversity fosters creativity and innovation, as employees can share different perspectives and ideas.

It also enhances personal growth, as working in such an environment helps develop intercultural communication skills and adaptability.

Global Opportunities

Working with an international company provides access to global opportunities. Employees may have the chance to travel, work in different countries, and collaborate with colleagues worldwide. This exposure can lead to career advancement and broaden professional networks.



Learning and Development

International companies often invest in employee development through training programs, workshops, and mentorship opportunities. This focus on continuous learning helps employees stay updated with industry trends and enhances their skills, making them more competitive in the job market.

Advantages of Working with an International Company

There are several advantages to working with an international company, including:

Access to New Markets

One of the primary benefits is access to new markets. International companies operate in multiple countries, allowing employees to gain insights into different markets and customer preferences. This knowledge can be invaluable for career growth and business development.

Enhanced Competitiveness

International companies often adopt best practices from various regions, making them more competitive. Employees can learn from these practices and apply them to their work, improving efficiency and productivity.

Exposure to Innovation

Working with an international company exposes employees to innovative technologies and business models. This exposure can inspire creativity and drive innovation within the organization.

Career Advancement

International companies offer numerous opportunities for career advancement.

Employees can take on challenging roles, lead global projects, and move up the corporate ladder. The experience gained from working in different markets and cultures can be a significant asset in career progression.

Challenges of Merging with an International Company

While merging with an international company can bring substantial benefits, it also presents several challenges that must be carefully managed:

Cultural Differences

Cultural differences can impact communication, decision-making, and overall business operations. It's essential to understand and respect these differences to ensure smooth integration. Companies should invest in cultural training and promote open communication to bridge gaps.

Regulatory Compliance

Merging with an international company involves navigating different regulatory environments. Each country has its own set of laws and regulations that must be adhered to. Ensuring compliance can be complex and time-consuming, requiring thorough research and legal expertise.

Integration of Systems and Processes

Integrating systems and processes from two different companies can be challenging. Differences in technology, workflows, and business practices must be addressed to create a cohesive operation. This may involve significant investment in IT infrastructure and process reengineering.

Managing Expectations

Managing expectations of stakeholders, employees, and customers is crucial during a merger. Clear communication about the goals, benefits, and potential challenges of the merger can help build trust and support. It's important to address concerns and provide regular updates to keep everyone informed.

Financial Risks

Merging with an international company involves financial risks, including costs associated with integration, potential loss of customers, and market uncertainties. Conducting thorough due diligence and developing a robust financial plan can help mitigate these risks.

Starting to work with an international company and merging with one can offer numerous advantages, including access to new markets, enhanced competitiveness, exposure to innovation, and career advancement. However, it also comes with challenges such as cultural differences, regulatory compliance, integration of systems and processes, managing expectations, and financial risks. By understanding these factors and preparing adequately, businesses can successfully navigate the complexities of working with and merging with international companies, ultimately achieving growth and success in the global market





STORYLINE 2

2.2 Reading the Memo

Mr. Henry Smith, project manager at the international company, sent you an e-mail. He is preparing a kick-off meeting with you and your business partner to discuss the possibilities of collaboration.

PRE-READING ACTIVITY: What do you think the e-mail is about? Discuss.

WHILE-READING ACTIVITY: Read the following e-mail and check new vocabulary items.

from: <Henry Smith, project manager>
to:
subject: Kick-off meeting
<p>Dear Sir or Madam,</p> <p>The main reason I am writing to you today is to present me and my company.</p> <p>My name is Henry Smith and I am the project manager. We are a company which is looking for ways to expand our business. Your field we are particularly interested in, so people with experience in this field are the ones we'd most like to have on board.</p> <p>I propose a kick-off meeting which will take place on 6 April. Our CEO will also be connecting with us by video conference.</p> <p>Please let me know if you are interested in our proposal.</p> <p>Greetings Henry Smith</p>

POST-READING ACTIVITY 1:

Discuss the ways in which you could collaborate with this company.

POST-READING ACTIVITY 2:

Write an email of 150 words. Reply to Mr. Smith by introducing you, your business partner and your company and discuss possible ways of collaboration.

WRITING:

Study the outline of the structure of formal writing first.

Types of letters

1. A LETTER OF APPLICATION:

Beginning: I am writing to apply for the post advertised in the Delo, on 18th August...

With respect to your advertisement in the Delo for the post of ... I would like to ...

End: I enclose my CV.

I am looking forward to your reply.

I am looking forward to your response.

I am looking forward to meeting you.

I am looking forward to seeing you.

I am looking forward to hearing from you.

2. A LETTER OF COMPLAINT:

Beginning: I am writing to complain about...

End: I would appreciate an early response.

I hope this matter will soon be resolved.

I hope this matter will receive your immediate attention.

3. A LETTER OF INQUIRY:

Beginning: I am writing to inquire about.../to get some (basic) information...

End: I would like to thank you for your help/time/information...

I would appreciate if you could send me the information to the above address.

I would appreciate if you could contact me at the above address.

4. A THANK YOU LETTER:

Beginning: I am writing to thank you for your help.

I am writing to thank you for the hospitality.

I am writing to express my gratitude for...

End: I would like to thank you again and...

	(Your name) Company Name Company Address
	Date (17 th June 2025)
(Recipient's name) Recipient's company Recipient's company address	
Dear Sir or Madam (Mr/Mrs Ms Recipient's name)	
Content in several paragraphs	
Yours faithfully (Yours sincerely)	
	
Your name	
Enclosure: - CV	

WRITING TASK:

Write the response in a form of a formal email.





STORYLINE 2

2.3 Safety at Work

You are having a visit from the Department of Safety at Work this week. Your business partner wants to make sure everything is in order so he wants you to check all the equipment and to go through safety signs and rules.

Read the following text about safety at work and answer the questions.

Ensuring Safety at Work: A Comprehensive Guide

Workplace safety is a critical aspect of any organization, regardless of its size or industry. Ensuring a safe working environment not only protects employees from injuries and illnesses but also enhances productivity, morale, and overall business success. This comprehensive guide explores the importance of workplace safety, key safety measures, and strategies for fostering a culture of safety.

The Importance of Workplace Safety

Workplace safety is essential for several reasons. First and foremost, it protects employees from potential hazards that could cause injuries or illnesses. A safe working environment reduces the risk of accidents, which can lead to costly medical expenses, legal liabilities, and loss of productivity. Moreover, a commitment to safety demonstrates that an organization values its employees' well-being, which can boost morale and job satisfaction.

Key Safety Measures

Implementing effective safety measures is crucial for preventing workplace accidents and ensuring a safe environment. Here are some key safety measures that organizations should consider:



1. Conducting Risk Assessments

Regular risk assessments help identify potential hazards in the workplace. By evaluating the risks associated with various tasks and processes, organizations can implement appropriate control measures to mitigate these risks. Risk assessments should be conducted periodically and whenever there are changes in the workplace, such as new equipment or procedures.

2. Providing Safety Training

Safety training is essential for educating employees about potential hazards and safe work practices. Training programs should cover topics such as proper use of equipment, emergency procedures, and hazard recognition. Regular refresher courses can help reinforce safety knowledge and keep employees updated on new safety protocols.

3. Implementing Safety Policies and Procedures

Clear safety policies and procedures provide a framework for maintaining a safe working environment. These policies should outline the responsibilities of employees and management, as well as the procedures for reporting and addressing safety concerns. Ensuring that all employees are familiar with these policies is crucial for their effective implementation.

4. Using Personal Protective Equipment (PPE)

Personal protective equipment (PPE) is essential for protecting employees from specific hazards. Depending on the nature of the work, PPE may include items such as helmets, gloves, safety glasses, and respiratory protection. Organizations should provide the necessary PPE and ensure that employees are trained in its proper use and maintenance.

5. Maintaining Equipment and Facilities

Regular maintenance of equipment and facilities is vital for preventing accidents and ensuring safe operations. This includes routine inspections, repairs, and replacements of faulty equipment. Keeping the workplace clean and organized also helps reduce the risk of accidents.

Fostering a Culture of Safety

Creating a culture of safety involves more than just implementing safety measures; it requires a commitment from all levels of the organization. Here are some strategies for fostering a culture of safety:

1. Leadership Commitment

Leadership plays a crucial role in promoting workplace safety. When management demonstrates a commitment to safety, it sets a positive example for employees. Leaders should actively participate in safety initiatives, communicate the importance of safety, and allocate resources for safety programs.

2. Employee Involvement

Engaging employees in safety initiatives can enhance their commitment to maintaining a safe working environment. Organizations should encourage employees to participate in safety committees, report hazards, and provide feedback on safety practices. Recognizing and rewarding employees for their contributions to safety can also motivate them to prioritize safety.

3. Continuous Improvement

Workplace safety is an ongoing process that requires continuous improvement. Organizations should regularly review and update their safety policies, procedures, and training programs to address new hazards and incorporate best practices. Conducting safety audits and analyzing incident reports can help identify areas for improvement.

4. Open Communication

Open communication is essential for addressing safety concerns and promoting a culture of safety. Employees should feel comfortable reporting hazards and near-misses without fear of retaliation. Establishing clear channels for communication and encouraging a proactive approach to safety can help identify and resolve issues before they lead to accidents.

Conclusion

Ensuring workplace safety is a shared responsibility that requires the commitment and cooperation of both management and employees. By implementing effective safety measures, fostering a culture of safety, and continuously improving safety practices, organizations can create a safe and healthy working environment. This not only protects employees but also contributes to the overall success and sustainability of the business.

Answer these comprehension questions to check your knowledge about safety at workplace:

1. Why is workplace safety important for organizations?
2. What are the potential consequences of not ensuring workplace safety?
3. What is the purpose of conducting risk assessments in the workplace?
4. How often should risk assessments be conducted?
5. What topics should safety training programs cover?
6. Why are regular refresher courses important for safety training?
7. What should safety policies and procedures outline?
8. What is the role of personal protective equipment (PPE) in workplace safety?
9. What types of PPE might be required depending on the nature of the work?
10. Why is regular maintenance of equipment and facilities important?
11. How can leadership demonstrate a commitment to workplace safety?
12. Why is employee involvement important in promoting workplace safety?
13. What are some ways to engage employees in safety initiatives?
14. Why is continuous improvement necessary for workplace safety?
15. How can open communication contribute to a culture of safety in the workplace?

Read a text about the safety signs and what do they represent. Make notes while you read the text and underline all new expressions.

Are you familiar with all the rules?



Understanding Safety Signs: Their Importance and Meanings

Safety signs are essential tools for communicating important information about hazards, instructions, and emergency procedures in various environments. They use standardized symbols and colors to convey messages quickly and effectively, ensuring that individuals can recognize and respond to potential dangers. This article explores the different types of safety signs, their meanings, and the importance of using them correctly.

Types of Safety Signs

Safety signs are categorized into several types based on their purpose and design. Here are some common types of safety signs:

1. Prohibition Signs

Prohibition signs indicate actions that are not allowed. They are typically round with a red border and a diagonal line through a black pictogram on a white background. Examples include "No Smoking" and "No Entry" signs.

2. Warning Signs

Warning signs alert individuals to potential hazards. These signs are usually triangular with a yellow background and a black border and pictogram. Examples include "High Voltage" and "Flammable Material" signs.

3. Mandatory Signs

Mandatory signs indicate actions that must be taken. They are round with a blue background and a white pictogram. Examples include "Wear Safety Glasses" and "Wear Hard Hat" signs.

4. Emergency Signs

Emergency signs provide information about emergency exits, first aid, and safety equipment. They are rectangular or square with a green background and a white pictogram. Examples include "Emergency Exit" and "First Aid" signs.

Meanings of Safety Signs

Understanding the meanings of safety signs is crucial for ensuring safety in the workplace and public spaces. Here are some common safety signs and their meanings:

Prohibition Signs

- **No Smoking:** Indicates that smoking is not allowed in the area to prevent fire hazards and health risks.
- **No Entry:** Indicates that entry is prohibited, often used in restricted or dangerous areas.

Warning Signs

- **High Voltage:** Warns of electrical hazards that can cause serious injury or death.
- **Flammable Material:** Indicates the presence of materials that can easily ignite and cause fires.

Mandatory Signs

- **Wear Safety Glasses:** Indicates that safety glasses must be worn to protect eyes from hazards.
- **Wear Hard Hat:** Indicates that hard hats must be worn to protect the head from falling objects.

Emergency Signs

- **Emergency Exit:** Indicates the location of emergency exits for safe evacuation during emergencies.
- **First Aid:** Indicates the location of first aid facilities for medical assistance.

Importance of Safety Signs

Safety signs play a vital role in preventing accidents and ensuring the well-being of individuals in various environments. Here are some reasons why safety signs are important:



Immediate Recognition

Safety signs use universally recognized symbols and colors, allowing individuals to quickly understand the message regardless of language barriers. This immediate recognition is crucial in emergencies where quick action is needed.

Clarity in Communication

Safety signs provide clear and concise information about hazards and required actions. This clarity helps prevent misunderstandings and ensures that individuals know how to respond appropriately.

Compliance with Regulations

Using safety signs helps organizations comply with health and safety regulations. Regulatory bodies often require specific signs to be displayed in certain areas to ensure safety standards are met.

Promoting Safety Culture

Safety signs contribute to a culture of safety by constantly reminding individuals of potential hazards and safe practices. This ongoing awareness helps reinforce the importance of safety in the workplace and public spaces.

Safety signs are essential for communicating important information about hazards, instructions, and emergency procedures. By understanding the different types of safety signs and their meanings, individuals can respond appropriately to potential dangers and ensure a safe environment. Organizations should prioritize the use of safety signs to promote a culture of safety and comply with regulations.



Just to be sure you know all the details check your knowledge with the help of a quiz about safety at work. Choose the correct answer.

Safety at Work Quiz

What is the primary purpose of conducting risk assessments in the workplace? A. To increase productivity B. To identify potential hazards C. To reduce employee turnover D. To improve customer satisfaction

Which of the following is a key element of effective safety training? A. Increasing sales targets B. Educating employees about safe work practices C. Reducing marketing expenses D. Enhancing product design

What does a "No Smoking" prohibition sign indicate? A. Smoking is allowed in the area B. Smoking is not allowed in the area C. Smoking is mandatory in the area D. Smoking is optional in the area

Which type of safety sign is typically triangular with a yellow background and a black border? A. Prohibition sign B. Warning sign C. Mandatory sign D. Emergency sign

What is the purpose of personal protective equipment (PPE)? A. To enhance employee comfort B. To protect employees from specific hazards C. To improve workplace aesthetics D. To increase employee productivity

Why is regular maintenance of equipment and facilities important? A. To reduce marketing costs B. To prevent accidents and ensure safe operations C. To increase employee salaries D. To enhance customer service

What role does leadership play in promoting workplace safety? A. Setting a positive example and allocating resources for safety programs B. Reducing employee benefits C. Increasing production quotas D. Enhancing product features

How can employees contribute to workplace safety? A. By ignoring safety protocols B. By participating in safety committees and reporting hazards C. By reducing their work hours D. By focusing solely on their individual tasks

What does an "Emergency Exit" sign indicate? A. The location of emergency exits for safe evacuation B. The location of the main entrance C. The location of the break room D. The location of the restroom

Which of the following strategies can help manage nervousness before delivering a speech? A. Ignoring the audience B. Practicing deep breathing exercises C. Reducing preparation time D. Avoiding eye contact

Why is open communication important for promoting a culture of safety? A. To increase employee salaries B. To address safety concerns and resolve issues promptly C. To enhance product design D. To reduce marketing expenses

What does a "Wear Safety Glasses" mandatory sign indicate? A. Safety glasses must be worn to protect eyes from hazards B. Safety glasses are optional C. Safety glasses are prohibited D. Safety glasses are not required

How can organizations ensure compliance with health and safety regulations? A. By ignoring regulatory standards B. By displaying specific safety signs and implementing safety measures C. By reducing employee benefits D. By increasing production quotas

What is the benefit of engaging employees in safety initiatives? A. Reducing their work hours B. Enhancing their commitment to maintaining a safe working environment C. Increasing marketing expenses D. Improving product design

Why is continuous improvement necessary for workplace safety? A. To reduce employee benefits B. To address new hazards and incorporate best practices C. To increase production quotas D. To enhance product features



SPEAKING TASK:

Which of these signs can you find in your workplace? Explain what do they mean.



Find an example of work accident on the Internet for your filed of work. Write a report in which you:

- briefly describe the recent work related accident
- explain ways your company ensures safe working environment
- explain the safety protocols you have at work
- assess work safety in your company
- sugges improvements and recommend further actions in order to increase work safety.

Your report should be 180 to 220 words long.





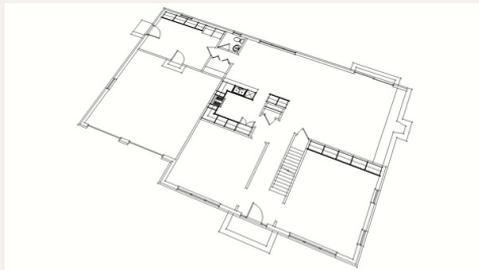
STORYLINE 2

2.4 Workspace

Since you have decided to expand your business, your business partner suggested moving into a bigger place with an office and more rooms.

Below there is a floor plan of your new business premises. Together with your classmate, help your business partner decide on the layout of the rooms by labelling them and using the following expressions:

- workstation,
- office,
- storage room,
- toilet,
- entrance,
- other



Now that you have decided what purpose each room serves, you need furniture. Here is the list of furniture your business partner has bought. What else do you need? Complete the list below.

tools	cabinet		
couch	trolley		
computer			
counter			
telephone			
display case			

Decide which furniture goes where. If you want you can draw furniture into the floor plan and see how it all fits into the rooms. Complete the list below, so that the delivery service will know where to put things.



STORYLINE 2

2.5 Advertising

Your business partner has decided to advertise the new services of your company. He believes it is best to create two advertisements, one on social media and the other as an advertisement at the beginning of a podcast, since most of your clients are still using social media or listening to podcasts. Help him create an advertisement in English in order to promote the company.

First read the text from a marketing magazine about effective online advertising to get ideas for the ad. Make notes.

Effective Online Advertising: Strategies for Success

In the digital age, online advertising has become a cornerstone of marketing strategies for businesses of all sizes. With billions of people using the internet daily, the potential to reach a vast audience is immense. However, effective online advertising requires more than just placing ads; it involves crafting a data-driven approach that resonates with your target audience. This article explores the key elements of effective online advertising, the benefits it offers, and best practices for maximizing your advertising efforts.

Understanding Online Advertising

Online advertising encompasses various methods of promoting products and services through internet channels. These methods include search engine advertising, social media advertising, display advertising, and more. The goal is to create engaging content that captures attention and drives action, whether it's making a purchase, signing up for a newsletter, or visiting a website.

Key Elements of Effective Online Advertising

Targeted Reach

One of the most significant advantages of online advertising is the ability to target specific audiences. Unlike traditional advertising methods, online platforms allow businesses to narrow down their audience based on demographics, interests, behaviors, and geographic location. This targeted approach ensures that your ads reach the right people, increasing the likelihood of engagement and conversion.

Engaging Content

Creating compelling and relevant content is crucial for effective online advertising. Your ads should be visually appealing, informative, and tailored to the preferences of your target audience. High-quality images, videos, and interactive elements can enhance the user experience and make your ads stand out.

Data-Driven Decisions

Online advertising provides access to valuable data that can inform your marketing strategies. Metrics such as impressions, clicks, conversions, and return on investment (ROI) help you understand the performance of your ads. Analyzing this data allows you to make informed decisions, optimize your campaigns, and improve your overall advertising effectiveness.

Benefits of Online Advertising

Increased Brand Awareness

Online advertising can significantly boost brand awareness by putting your business in front of a large audience. With billions of users online, your ads have the potential to reach new customers and expand your market presence². Consistent exposure to your brand can lead to increased recognition and trust among consumers.

Cost-Effective Marketing

Compared to traditional advertising methods, online advertising is often more cost-effective. Platforms like Google Ads and Facebook Ads allow you to set budgets and bids, ensuring that you only pay for the desired actions, such as clicks or conversions. This flexibility helps maximize your advertising spend and achieve a higher ROI.

Measurable Results

One of the most significant advantages of online advertising is the ability to track and measure results. Detailed analytics provide insights into how your ads are performing, allowing you to adjust your strategies in real-time. This transparency helps you understand what works and what doesn't, enabling continuous improvement.

Best Practices for Online Advertising

Define Clear Objectives

Before launching an online advertising campaign, it's essential to define clear objectives. Whether your goal is to increase website traffic, generate leads, or boost sales, having specific objectives will guide your strategy and help measure success. Align your ad content and targeting with these goals to ensure a focused approach.

Optimize for Mobile

With the increasing use of mobile devices, optimizing your ads for mobile is crucial. Ensure that your content is mobile-friendly, loads quickly, and provides a seamless user experience. Mobile optimization can significantly impact engagement and conversion rates.

Utilize Multiple Platforms

Diversifying your advertising efforts across multiple platforms can enhance your reach and effectiveness. Consider using a combination of search engine ads, social media ads, display ads, and email marketing. Each platform offers unique advantages and can help you connect with different segments of your audience.

Test and Iterate

Continuous testing and iteration are key to successful online advertising. Experiment with different ad formats, content, and targeting options to identify what resonates best with your audience. Use A/B testing to compare variations and refine your campaigns based on performance data.



Focus on Quality

Quality should always be a priority in online advertising. Invest in high-quality visuals, engaging copy, and professional design to create ads that capture attention and drive action. Poorly designed ads can negatively impact your brand image and reduce effectiveness.

Effective online advertising is a powerful tool for reaching and engaging your target audience. By leveraging targeted reach, creating engaging content, making data-driven decisions, and following best practices, businesses can maximize their advertising efforts and achieve their marketing goals. In the ever-evolving digital landscape, staying informed and adaptable is crucial for success. Embrace the opportunities that online advertising offers and watch your business grow.



The first advertisement should contain only around 90 characters (with spaces) and 25 characters for the title which is written in bold, as it is going to be published on Facebook under the advertisement section. Also add a picture.

ADD PICTURE HERE!	WRITE YOUR TEXT HERE!
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The other advertisement should be in a form of a radio ad which lasts for 3 minutes. Prepare the text for it, containing a minimum of 100 words, and think of possible sound effects to make your ad more memorable.

The advertisement should contain the following features:

- a catchy slogan,
- a short description of the services your company offers,
- a short description of why clients should pick your company,
- general information of the company (name, contact details...).





STORYLINE 2

2.6 We're hiring!

Since you have started working on a new big project in collaboration with another company you and your business partner have been very busy. That is why it's time to get some help. Your business partner suggested hiring a secretary to help you manage the records, orders and answering emails and phone calls.

Think about what is important when hiring a new employee? Write down 5 key questions every employer should consider when hiring.

Now read the article about challenges when hiring a new employee. Make notes.

Challenges When Hiring a New Employee

Hiring a new employee is a critical process that can significantly impact the success and dynamics of an organization. While it presents opportunities for growth and bringing fresh perspectives, it also comes with several challenges that employers must navigate to ensure they find the right fit for their team. This article explores some of the common challenges faced during the hiring process and offers insights on how to address them effectively.

Identifying the Right Candidate

One of the primary challenges in hiring is identifying the right candidate for the job. With numerous applications to sift through, it can be difficult to determine who possesses the necessary skills, experience, and cultural fit for the organization.

Employers often face the dilemma of balancing qualifications with potential, as some candidates may have the right credentials but lack the soft skills or adaptability required for the role.

Attracting Qualified Applicants

Attracting qualified applicants is another significant challenge. In a competitive job market, top talent may have multiple offers and opportunities, making it essential for employers to stand out. Crafting compelling job descriptions, offering competitive salaries and benefits, and promoting a positive company culture are crucial strategies for attracting the best candidates. Additionally, leveraging social media, professional networks, and recruitment agencies can help reach a broader pool of potential applicants.

Screening and Interviewing

The screening and interviewing process can be time-consuming and complex. Employers must develop effective methods for evaluating candidates, including reviewing resumes, conducting phone screenings, and organizing multiple rounds of interviews. Ensuring that the interview process is structured and consistent helps in making fair comparisons between candidates. However, biases and subjective judgments can sometimes influence decisions, making it important to use standardized assessment tools and involve multiple interviewers to provide diverse perspectives.

Assessing Cultural Fit

Cultural fit is a critical factor in hiring, as it affects employee satisfaction, retention, and overall team dynamics. Assessing whether a candidate aligns with the company's values, mission, and work environment can be challenging. Employers need to ask the right questions during interviews and observe candidates' interactions to gauge their compatibility with the existing team. Additionally, involving current employees in the interview process can provide valuable insights into the candidate's potential fit.

Managing Expectations

Managing expectations is essential for both employers and candidates. Employers must clearly communicate the job responsibilities, performance expectations, and growth opportunities to avoid misunderstandings. Candidates, on the other hand, should have realistic expectations about the role and the company. Transparent communication helps build trust and ensures that both parties are on the same page.

Onboarding and Training

Once a candidate is hired, the onboarding and training process presents its own set of challenges. Effective onboarding is crucial for integrating new employees into the organization and setting them up for success. Employers must provide comprehensive training, introduce new hires to the company culture, and offer support during the transition period. A well-structured onboarding program can enhance employee engagement and productivity, while a lack of proper onboarding can lead to confusion and decreased morale.

Retention and Turnover

Retention is a major concern for employers, as high turnover rates can be costly and disruptive. Ensuring that new hires feel valued, supported, and motivated is key to retaining talent. Employers should focus on creating a positive work environment, offering opportunities for career development, and recognizing employee achievements. Regular feedback and open communication can also help address any issues early on and prevent turnover.

Hiring a new employee is a multifaceted process that requires careful planning and execution. By understanding and addressing the challenges associated with identifying the right candidate, attracting qualified applicants, screening and interviewing, assessing cultural fit, managing expectations, onboarding and training, and retention, employers can improve their hiring practices and build a strong, cohesive team. While the process may be complex, the rewards of finding the right fit for the organization are well worth the effort.

Your business partner has selected one of the candidates. Read their application letter and prepare some questions for the interview.

Dear Sir or Madam,

I am writing to express my interest in the position of Secretary at your company, as advertised on your website. With a strong background in administrative support and office management, I am confident in my ability to contribute effectively to your team.

In my previous role as an Administrative Assistant at the previous Company, I developed excellent organizational skills, including managing schedules, handling correspondence, and organizing meetings. My ability to multitask and prioritize tasks has been instrumental in ensuring smooth office operations. Additionally, my proficiency in Microsoft Office Suite and various office management systems has enabled me to streamline processes and improve efficiency.

I possess strong communication skills, which allow me to interact effectively with colleagues, clients, and vendors. My attention to detail and commitment to maintaining confidentiality are qualities that I believe are essential for the role of a Secretary. Furthermore, my experience in handling travel arrangements, preparing reports, and managing office supplies has equipped me with the ability to handle various administrative tasks with precision and professionalism.

I am particularly drawn to your company because of its reputation for excellence and innovation in the industry. I am eager to bring my skills and experience to your organization and contribute to its continued success. I am confident that my background in administrative support and office management aligns well with the requirements of the position and the goals of your company.

Enclosed is my resume, which provides additional details about my qualifications and experience. I would welcome the opportunity to discuss how my skills and experiences can benefit your company. Thank you for considering my application. I look forward to the possibility of contributing to your team.

Sincerely,

Sarah Newton





STORYLINE 2

2.7 What's next?

Congratulations on your successful business! Here are some ideas for your next move:

- **Expand Your Market:** Consider entering new geographic markets or targeting different customer segments.
- **Diversify Your Product Line:** Introduce new products or services that complement your existing offerings.
- **Invest in Technology:** Upgrade your technology to improve efficiency, customer experience, and scalability.
- **Enhance Marketing Efforts:** Increase your marketing budget to boost brand awareness and attract more customers.
- **Focus on Customer Retention:** Implement loyalty programs and improve customer service to retain existing customers.
- **Explore Partnerships:** Collaborate with other businesses to create synergies and expand your reach.
- **Optimize Operations:** Streamline processes and reduce costs to increase profitability.
- **Invest in Employee Development:** Provide training and growth opportunities to enhance your team's skills and motivation.
- **Consider Franchising:** If your business model is replicable, franchising can be a way to expand rapidly.
- **Seek New Investments:** Look for opportunities to invest in other businesses or ventures to diversify your portfolio.

Which of these ideas resonates most with you? Brainstorm with your classmates what your next move may be in business world.

A HANDBOOK OF

English for Specific Purposes Using the Storyline Approach



This handbook provides an insight to the foreign language teaching of English for specific purposes with the help of storyline - the internationally recognised teaching approach. It consists of two parts. The first part of the book focuses on the theoretical background of the approach. The second part of the book includes two examples of storyline based materials to help the teacher understand this approach better and get practical ideas for classroom use.



dr. Eva Boh