

The background of the slide is a photograph of a business meeting. Two people are seated at a wooden table. One person, wearing a grey blazer, is holding a pen and looking at a laptop. The other person, wearing a beige blazer, is also holding a pen and looking at the laptop. A black coffee cup is on the table. The laptop screen displays a business dashboard with various charts and graphs. A large teal overlay covers the left side of the image, and a dark blue overlay covers the bottom right corner.

NEW BUSINESS ENGLISH 6

Lesson 13

Marketing Analysis



LEARNING GOALS

- ◆ Introducing the SWOT Model
- ◆ Reporting Results Using SWOT
- ◆ Citing Data/ Facts



Warm-up

- ◆ What do you know about marketing analysis?
- ◆ How do you present your marketing analysis?





Abby gives a presentation based on the results of their market research.

Situational Dialogue

Listen to the audio.

Our greatest strength is product design **capability**. Our product design has been widely praised by users, according to customer feedback. Despite this, many potential customers haven't heard of our products, which is because our company's brand isn't well known yet. Those would be our main strengths and weaknesses.

The results of our market research provide us with information about the external environment. As the data of the research shows, the **proportion** of cosmetics consumed grew by 8% over the last three years, promising a broad market **prospect**. However, many competitors are offering similar products in the industry, which is an **inevitable** challenge for us.

Role-Play

Read and answer the questions.

Our greatest strength is product design capability. Our product design has been widely praised by users, according to customer feedback. Despite this, many potential customers haven't heard of our products, which is because our company's brand isn't well known yet. Those would be our main strengths and weaknesses.

The results of our market research provide us with information about the external environment. As the data of the research shows, the proportion of cosmetics consumed grew by 8% over the last three years, promising a broad market prospect. However, many competitors are offering similar products in the industry, which is an inevitable challenge for us.

Learning Goals



Introducing the SWOT Model

The SWOT model is a framework for identifying and analyzing an organization's strengths, weaknesses, opportunities, and threats.

	helpful	harmful
internal	<div>S Strengths What do you do well? What makes you better than others?</div>	<div>W Weakness What things do you lack? Where do you need to improve?</div>
external	<div>O Opportunities What are your goals or targets? What new things can you offer?</div>	<div>T Threat Who are your potential competitors? What are the possible future issues?</div>

Learning Goals

∴ Reporting Results Using SWOT

Strength

Our greatest strength is **product design capability**.

Weakness

Despite this, many potential **customers haven't heard of our products**, which is because our company's brand isn't yet well known.

Oppportunity

As the data of the research shows, the proportion of consumed cosmetics grew by 8% over the last three years, **promising a broad market prospect**.

Threat

However, many **competitors are offering similar products** in the industry, which is an inevitable challenge for us.

Learning Goals

∴ Citing Data/ Facts

- Based on...
- According to...
- As ... shows/ implies ...
- The results of ... provide us with information about...

Example sentences:

- Based on the data gathered, there was a significant increase in our product sales last month.
- According to the survey conducted by our team, a lot of people prefer to shop online.
- As data from the research shows, growing your sales means employing good marketing tactics.
- The results of the data analysis provide us with information about the marketing benefits.

Oral Practice

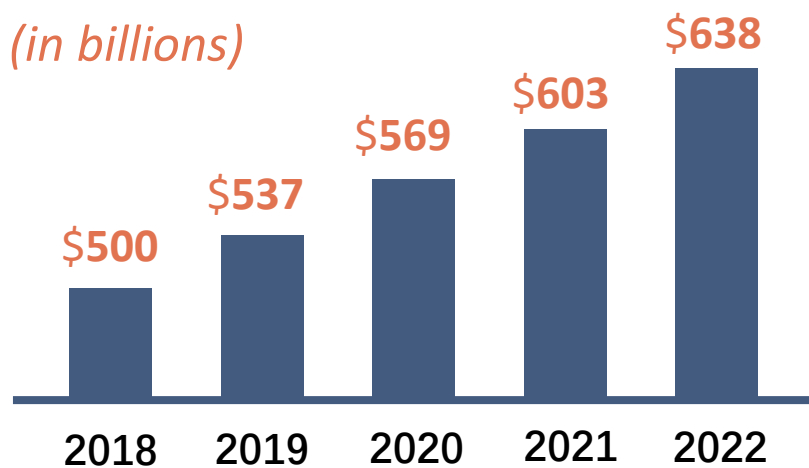
Scenario:

You are about to conclude the presentation of your market research.

Highlight the key points by citing the data or facts from the chart below.

Global Spending on Cosmetic Products

(in billions)



Key expressions to cite data/ facts:

- *Based on...*
- *According to...*
- *As ... shows/ implies ...*
- *The results of ... provide us with information about...*

Do a Personal SWOT Analysis

S STRENGTHS
• _____
• _____
• _____

W WEAKNESSES
• _____
• _____
• _____

O OPPORTUNITIES
• _____
• _____
• _____

T THREATS
• _____
• _____
• _____



- 1. In what areas do I naturally excel?*
- 2. What are the areas that I need to improve?*
- 3. What should I do to improve in these areas?*

Overview

Key words and expressions:

capability/ proportion/ prospect/ inevitable

The SWOT model is a framework for identifying and analyzing an organization's strengths, weaknesses, opportunities, and threats.

Based on...

According to...

As... shows/ implies...

The results of...provide us with information about...

*Made by Keanu
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