

A background image showing a business meeting. Two people are seated at a wooden table. One person is holding a pen and looking at a laptop screen displaying charts and graphs. The other person is holding a pen and looking at a notepad. A coffee cup is on the table. The image is overlaid with a teal and dark blue geometric design.

# NEW BUSINESS ENGLISH 6

**Lesson 16**  
**Place**



# LEARNING GOALS

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- ◆ Using Paired Conjunctions
- ◆ Choosing Proper Channels



# Warm-up

- ◆ What does 'Place' mean in the marketing mix?
- ◆ How can we choose the proper channel for a new product?







Abby, Bob, and Cindy continue to discuss the channels for the new product.

# Situational Dialogue

Listen to the audio.

**Abby:** The product needs to be positioned in a place where its target customers are likely to find it. For our existing customers, we can provide **samples** of our new sunscreen when they purchase other products, giving them the opportunity to test the product.

**Bob:** Good idea. What do you think is the best **distribution channel**, Cindy?

**Cindy:** Not only the regular customers but also the new customers should be taken into account. Perhaps we need to contact **distributors** and agents for help since they can approach more potential customers.

**Bob:** You're right! It's indeed more effective to take a multi-channel approach.

**Cindy:** Apart from the distributors, we can also cooperate with beauty **bloggers** and ask them to **promote** our products.

**Abby:** Yes. The most popular beauty bloggers have numbers of followers, who are our target customers in the long term.

## Role-Play

Read the dialogue and answer the questions.

**Abby:** The product needs to be positioned in a place where its target customers are likely to find it. For our existing customers, we can provide samples of our new sunscreen when they purchase other products, giving them the opportunity to test the product.

**Bob:** Good idea. What do you think is the best distribution channel, Cindy?

**Cindy:** Not only the regular customers but also the new customers should be taken into account. Perhaps we need to contact distributors and agents for help since they can approach more potential customers.

**Bob:** You're right! It's indeed more effective to take a multi-channel approach.

**Cindy:** Apart from the distributors, we can also cooperate with beauty bloggers and ask them to promote our products.

**Abby:** Yes. The most popular beauty bloggers have numbers of followers, who are our target customers in the long term.

# Learning Goals

## ∴ Using Paired Conjunctions

Paired conjunctions or correlative conjunctions are used to illustrate how two words or phrases relate to each other.

as...as  
either...or  
neither...nor  
both...and  
apart from...also  
not only...but also

Apart from the distributors, we can also cooperate with beauty bloggers and ask them to promote our products.

Not only the regular customers but also the new customers should be taken into account.

The staff neither followed the new policy nor asked for clarification.

# Learning Goals

## ⚙️ How to Choose Proper Channels

To choose the proper distribution channel, consider answering the following questions.



**Do you need to take a multi-channel approach?**

Apart from the distributors, we can also cooperate with beauty bloggers and ask them to promote our products.



**How can you determine the best distribution channels?**

Not only the regular customers but also the new customers should be taken into account.



**Where do buyers check when looking for your kind of product?**

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# Oral Practice

## Scenario:

You are invited to give your thoughts on other factors to consider when choosing the proper distribution channels for your company's products. State 2-3 factors using paired conjunctions.



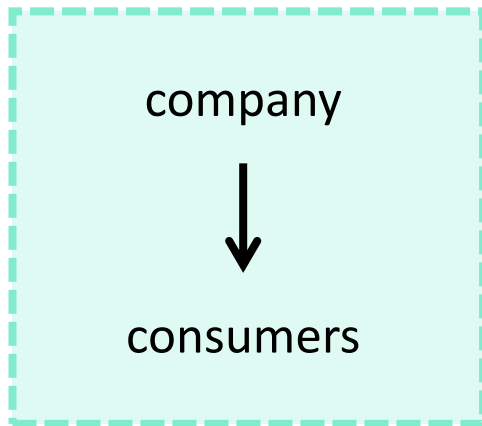
## Common Paired Conjunctions:

- *as...as*
- *either...or*
- *neither...or*
- *both...and*
- *apart from...also*
- *not only...but also*

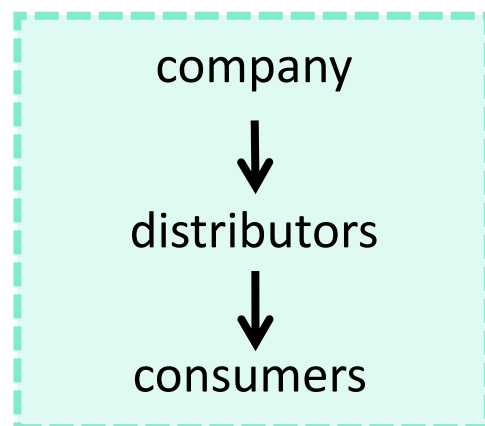
# Coffee Break

## 4 Types of Distribution Channels

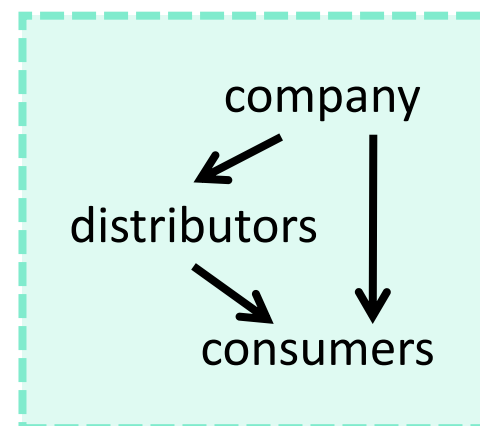
**Direct**



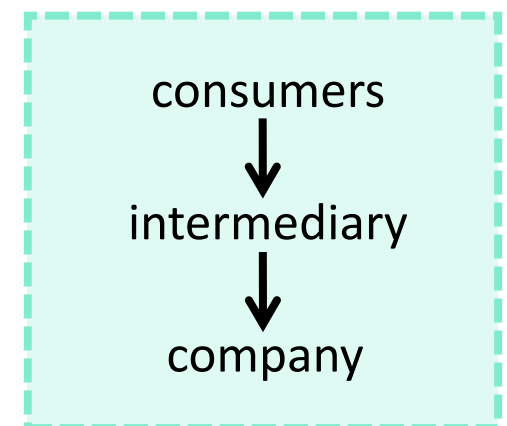
**Intermediary**



**Dual Distribution**



**Reverse**



- 1. Which distribution channel would you choose for your new products and why?*
- 2. Why do some companies use reverse channels?*

# Overview

## Keywords and expressions:

sample/ distribution channel/ distributor/ blogger/ promote

## Paired Conjunctions

neither...or/ apart from...also/ not only...but also

## Questions to consider in choosing proper channels:

How can you determine the best distribution channels?

Do you need to take a multi-channel approach?

Where do buyers check when looking for your kind of product?

*Made by Jaymarc  
Proofread by Flavion*

