

Project 5

(can be used as revision for units 13, 14 and 15 of Business Explorer 2)

NEW PRODUCT PRESENTATION

Work in small groups.

1 Vocabulary

Look at the script for a presentation for a new product - a driverless car.
Put these words and phrases from the presentation into the three categories.

automatic busy executives quickest and safest route
seats facing each other business meetings

<i>Product description</i>	<i>Uses/Benefits</i>	<i>Target market</i>

Presentation Script

Ladies and gentleman, thank you for coming here today. My name is Silvia Wu. I'd like to introduce you to a new product that we believe will be very successful. Here it is. The world's first driverless car.... called the 'Executive'.



I'll explain about the 'Executive' in three ways. First, I'll describe the car. Then I'll talk about its uses and benefits and finally, I'll explain our target market.

First, what is the 'Executive'? As I said, it's a driverless car. It's completely automatic. It has seats facing each other across a table so that the passengers can talk or even eat lunch while the car takes care of everything.

Next, benefits. The 'Executive' cannot get lost. It has an automatic navigation system that helps it choose the quickest and safest route. This means that the passengers are completely free to use driving time for other things, such as business meetings, reading, watching television or eating.

Now I'd like to move on to the target market. Obviously the driverless car will not be cheap. Our target market is busy executives. We think business professionals can use the driverless car to hold business meetings, read reports or just catch up with paperwork while moving from place to place.

In conclusion, we believe that this driverless, completely automatic car is perfect for business executives to use for meetings and other work. That's why we named it the 'Executive'. Wouldn't you like to use your driving time to do something useful?

Thank you for listening. Now, if you have any questions, I'd be happy to answer them.

2 Structure

The presentation was divided into three sections.

- 1. Introduction:** *Tell the audience what you will tell them*
- 2. Body:** *Tell them*
- 3. Conclusion:** *Tell the audience again what you told them*

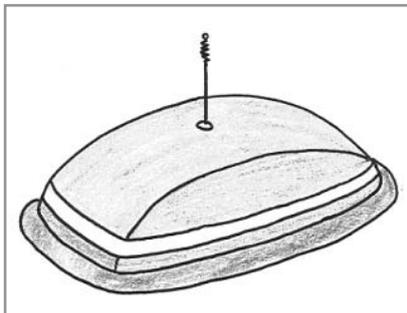
The presenter used several words or phrases that are common in presentations. These phrases are like 'signposts' that make the presentation easier for the audience to understand.

Which of these signposts can be used in an introduction, which in the body and which in the conclusion?

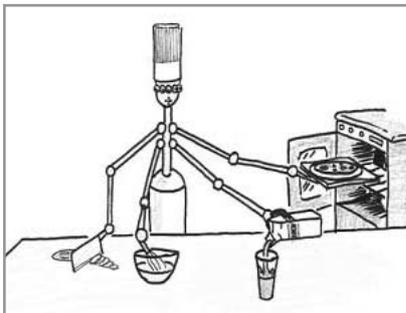
Finally,
I will talk about (the product) in three ways,
Now I'd like to move on to
In conclusion,
Thank you for listening.
Next,
My name is

3 Planning and Presenting

Work in threes. Choose one product each from the 3 below. Prepare to explain your product to your group. Your audience will decide whether or not you should produce this product. Try to convince your audience that your product will be successful.



automatic vacuum cleaner



robo-chef



wrist video-phone

Use the form provided to plan your presentations. Practice, and when you are ready, present to your group.

Preparation and Planning Form

Introduction

Product name

Presentation parts

1. Product Description 2. Benefits of the product 3. Target market

Body

Product Description

Write down three words that best describe your product (for example: size, purpose, main use, etc)
Underline the most important word of the three.

.....

Benefits of the product

Write down three words that show the benefits of your product (for example: saves time, saves money, etc)
Underline the most important word of the three.

.....

Target market

Write down who you think will buy the product. If you have more than one possible market,
underline the most important.

.....

Conclusion

Use the three words you underlined to write your conclusion.

.....

4

Discussion

How would this presentation be different for the following situations?

1. selling your product to a customer
2. getting funding from a bank to manufacture this product
3. reporting product sales to your boss