



Business Pre-Intermediate

Unit 3: Products and Services

Objectives

- Describe a company's products and services
- Talk about inventions
- Show interest in a conversation
- Giving a formal presentation



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- 1.** Look at the map. Which countries drink the most coffee in your opinion?



2. Discuss this information with your teacher / partner. Do you agree? Is your country on the list?



3. Look at the photos. What is 'selfieccino' in your opinion?



Audio
3.1

4. Listen to the interview and answer the questions about selfieccino.

1. What is selfieccino?
2. How does it work?
3. Is it popular?
4. How much is a cup of selfieccino?

5. Listen again and write down the adjectives that are used to describe selfieccino. E.g. 'new'.

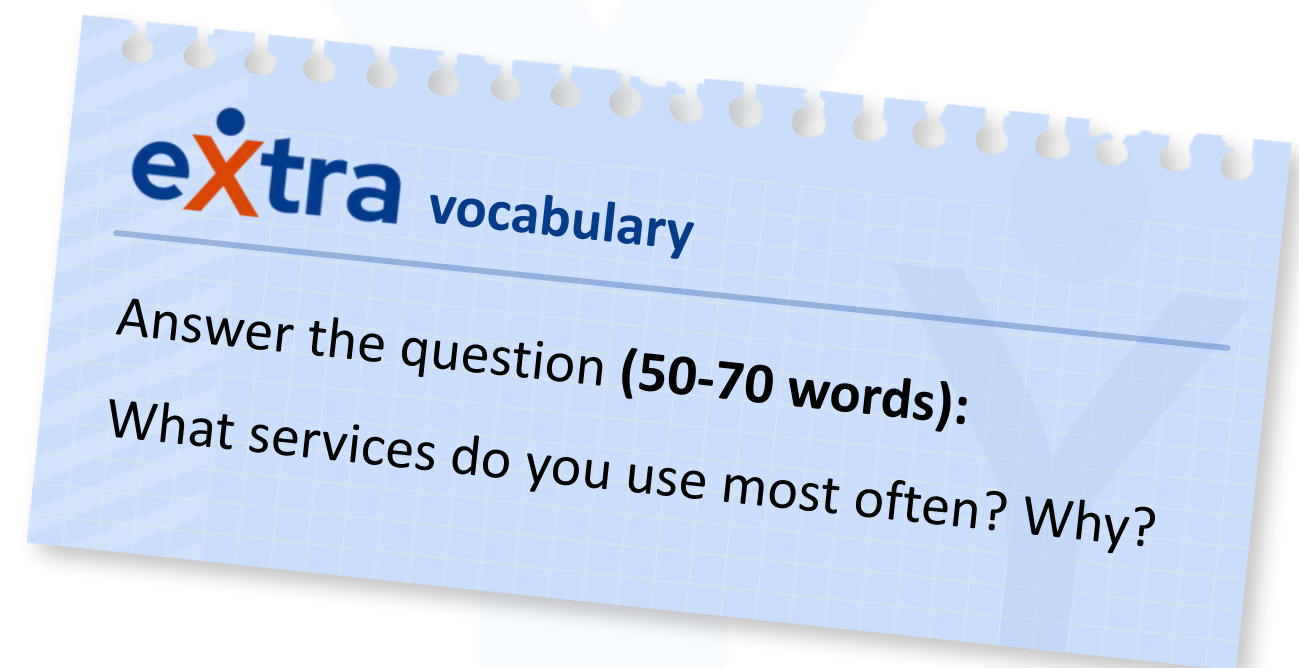
6. Complete the sentences.

- unique
- new
- really high-quality
- pretty good value

- incredibly popular
- professional
- helpful
- quite original

1. My old smartphone broke down. So I bought a _____ smartphone yesterday.
2. Our café's decorations are _____; it looks like a treehouse.
3. Our bakery uses only the best ingredients, so our bread is _____.
4. This restaurant is _____; everyone wants to eat here.
5. Mark is very _____. He does his job well and knows a lot.
6. The hotel staff are very _____; they told us about the best places to visit in Madrid.
7. Our toy store sells a _____ puzzle that is made only for us.
8. The new budget phone is _____; it has many features at a low price.

7. Use the expressions from exercise 6 to describe your favourite service.



1. Look at the products below. What do you think they have in common?



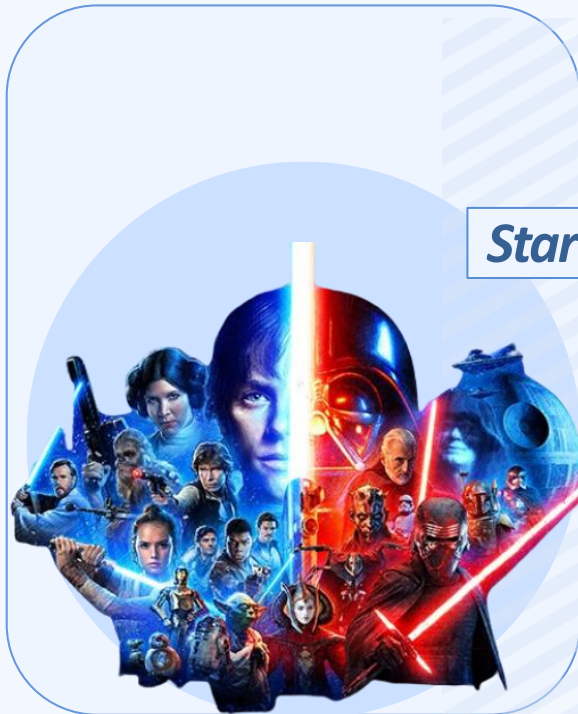
Sony PlayStation



Toyota Corolla



iPhone



Star Wars



Harry Potter



Super Mario



Rubik's Cube



Michael Jackson's Thriller

2. Match the reviews with products / services. Why do these people like them?



Mark

It is great for saving money and **very user-friendly**. I always use it when I plan trips because it shows me many options. My friends and I love how it makes travel more **affordable**. Last month, I booked a trip to Spain, and I saved so much money! Travelling is very **comfortable** now!



Marina

This gadget is **high-tech** and **portable**, so I can move it easily. My windows look perfect now, and it saves me a lot of time! I think it's also **eco-friendly** because it uses less water and no soap. Besides, it looks **stylish**.



Kevin

It is an innovative tool that helps me with presentations and learning new things. It is very user-friendly and **extremely reliable** - it can answer almost any question! It's amazing how it understands and responds.



Ethan

I love it! It's so **attractive** and tasty. It has lots of fresh ingredients. I can choose what I want inside and it's easy to eat anywhere. It's my favorite lunch!



Nicole

This service is great for watching movies and shows. It has so many options, which is attractive to me. The quality of streaming is great. I find it extremely reliable; it works well without problems. It's **innovative** because it always has new shows. This is how I relax after a long day.

3. Find the words in the text that mean:

1. uses the newest technology
2. has new and original ideas
3. good for the environment
4. has a good design
5. looks nice
6. easy to use
7. easy to carry
8. not expensive
9. can be trusted to work well
10. makes you feel good and relaxed

NETFLIX



OpenAI



ChatGPT

4. Replace the underlined phrases with their opposites from the list.

- attractive
- eco-friendly
- innovative
- reliable
- portable
- high-tech
- comfortable
- user-friendly
- affordable
- stylish

1. I bought a new phone, but it's hard to use. I need help.
2. I saw a laptop in the shop, but it was too expensive for me.
3. I tried to relax on the sofa, but it was not soft at all.
4. We wanted to buy that house because it's big, but it's not pretty.
5. My laptop is very old, so it doesn't work fast.
6. I wanted to take the bag on my trip, but it's big and heavy.
7. My teacher said throwing trash everywhere is bad for the Earth.
8. I bought a jacket last year, but it's not fashionable now.
9. I wait for the bus every morning, but it does not come on time.
10. My grandparents use an old-fashioned method to make coffee, but it tastes good.

6. Describe your:

- company
- products
- services

5. Use the adjectives from exercise 4 to describe these products.



1. Answer the questions.

- 1. Do you drink coffee?
- 2. Do you like Starbucks? Why / Why not?
- 3. What do you know about this company?



Audio 3.2

2. Read the events (a-g) and put them in order (1-7). Then put them on the timeline. Listen and check.



- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____

a) Starbucks **celebrates** opening its 35,000th store around the world.

c) Starbucks **opens** its first store in Europe in Zurich, Switzerland.

e) Starbucks **sells** coffee beans, tea, spices, and coffee equipment but **does not sell** coffee yet.

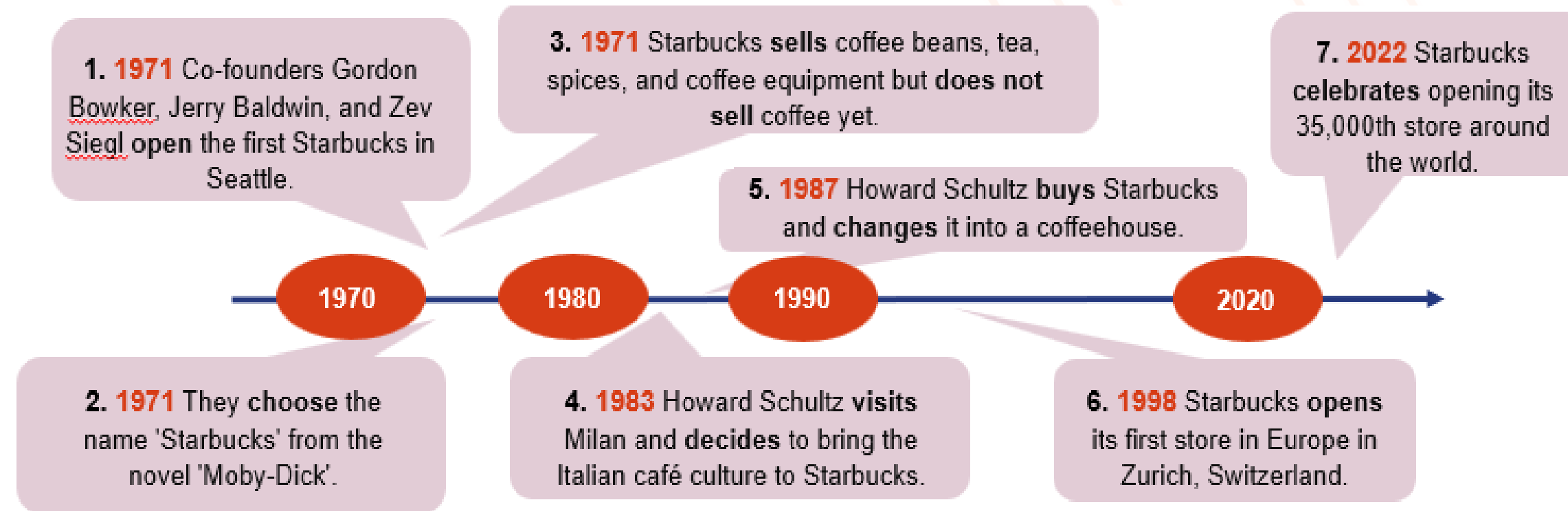
g) Co-founders Gordon Bowker, Jerry Baldwin, and Zev Siegl **open** the first Starbucks in Seattle.

b) Howard Schultz **visits** Milan and **decides** to bring the Italian café culture to Starbucks.

d) They **choose** the name 'Starbucks' from the novel 'Moby-Dick'.

f) Howard Schultz **buys** Starbucks and **changes** it into a coffeehouse.

3. Match the verbs in bold (1-7) with their past form in sentences (a-g).



- Then, in 2022, Starbucks **celebrated** opening its 35,000th store worldwide.
- At first, their shop **sold** only coffee beans, tea, and spices, but **didn't sell** coffee we drink today.
- Howard Schultz **visited** Milan in 1983 and **decided** to add Italian coffee styles.
- In 1971, three friends Gordon Bowker, Jerry Baldwin, and Zev Siegl **opened** a shop in Seattle.
- Starbucks **opened** its first store in Europe, in Zurich, in 1998.
- In 1987, he **bought** Starbucks and **changed** it into a coffeehouse.
- They **chose** the name 'Starbucks' from the novel 'Moby-Dick'.

4. Complete the Language point with the examples from sentences (a-g).

LANGUAGE POINT

We use the past simple to talk about finished actions in the past.

- The past simple form of regular verbs ends in -ed. E.g. _____
- The past simple form of irregular verbs. E.g. _____
- The negative form (*didn't + the infinitive of the main verb*). E.g. _____

In questions we generally use did + subject + infinitive of the main verb.

5. Put the verbs in brackets in the Past Simple.

1. I _____ (**call**) him, but he _____ (**be**) in a meeting.
2. We _____ (**receive**) your order last Tuesday.
3. We _____ (**not solve**) the problem with the computer.
4. _____ you _____ (**work**) in the office today?
5. They _____ (**see**) this product in a supermarket.
6. We _____ (**find**) your office easily.
7. _____ you _____ (**call**) the client?

6. Read the notes about Instagram. Write complete sentences in the Past Simple.

1. 2010 ➤ Kevin Systrom **has** the idea for Instagram. He **wants** an app for photos.
2. 2010 ➤ Kevin and his friend Mike Krieger **create** Instagram together.
3. October 2010 ➤ They **make** Instagram available.
4. 2011 ➤ Many people **begin** to use Instagram.
5. 2012 ➤ Instagram **becomes** very popular.



7. Ask your teacher / partner 3 questions about Instagram. Use the Past Simple.

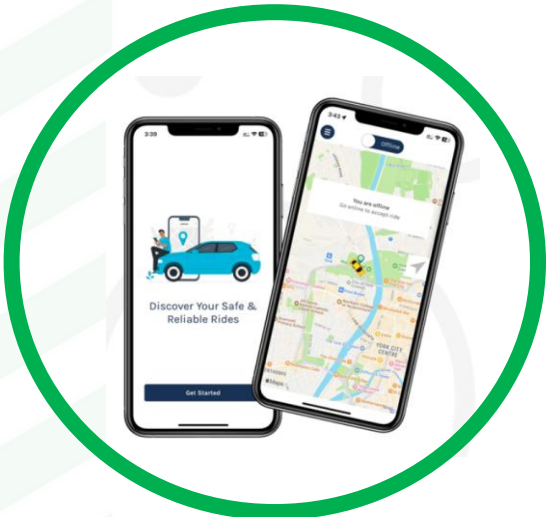
8. What services / products did you use:

- last weekend
- in 2019
- yesterday
- 10 years ago
- ...



1. Look at the pictures and answer the questions about BlaBlaCar.

- 1. What is BlaBlaCar?
- 2. How many people use this service?
- 3. How many countries does it operate in?
- 4. What types of passengers are there?
- 5. Do you use BlaBlaCar? Why / Why not?



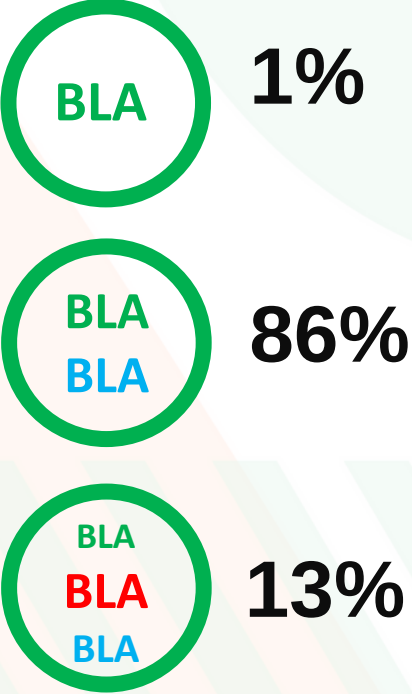
carpooling

90 million users



22 countries

Types of passengers





Audio
3.3

2. Listen to the conversation in a BlaBlaCar and answer the questions.

1. Which person is:
 - a. Bla
 - b. BlaBla
 - c. BlaBlaBla
2. Who is interested in the conversation? Who isn't? Explain.
3. What applications do they discuss?



Audio
3.3

3. Listen again and complete Sara's comments.

1. Oh _____? That's _____. What does it do?
2. Oh, I _____. Sounds _____. Those apps are helpful.
3. Me neither, Mike. But that _____ good.
4. Wow! _____!

extra vocabulary

Goods - things that are produced to be sold: cotton/leather goods; electrical goods

E.g. They sell household goods and food.

4. Read the phrases below. Work with your teacher / partner.

Student A: Use the pictures to tell your partner about CouchSurfing.

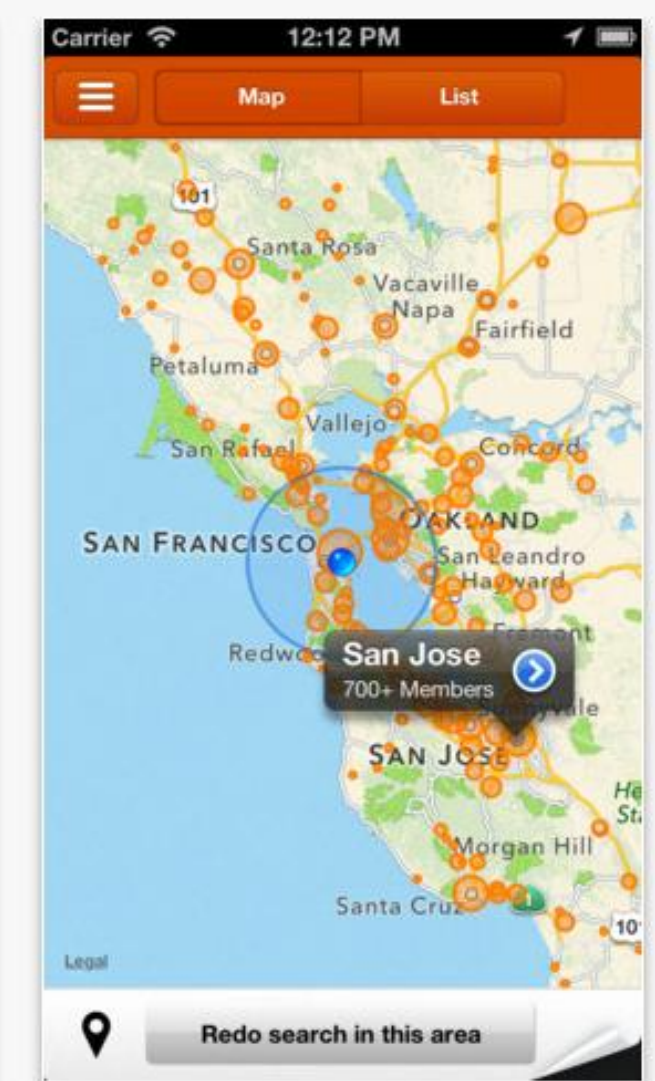
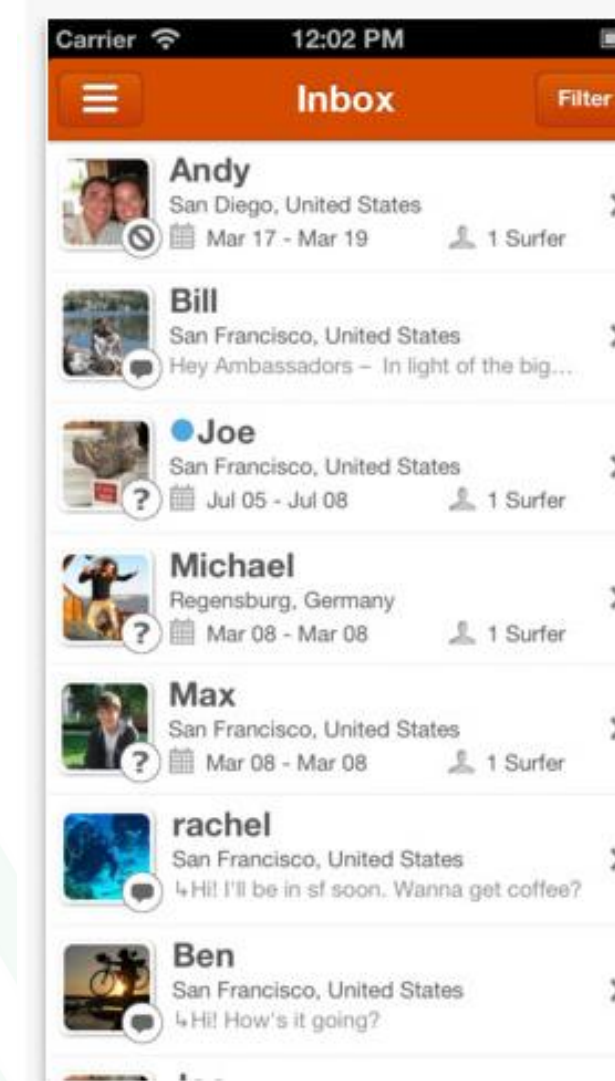
Student B: Use the phrases below to show interest in the conversation.

- Oh
- Oh really?
- That's interesting.
- Wow!
- I see.
- Hmm.
- Go on.
- Is that so?
- Tell me more.
- And?
- Fascinating!
- I see your point.
- Please continue.
- What do you mean?
- How so?
- That's surprising!

free
accommodation

There's a community of
Couchsurfers. Many cities
have weekly language
exchanges, dance classes,
and dinners.

An email to a group
of students in
Iceland gave birth
to the idea of
CouchSurfing



5. Work with your teacher / partner. Take turns to tell each other about your favourite service or application. Listen and show interest.

1. Look at the picture of a Smart Home and answer the questions.

1. What is a Smart Home? What can it do?
2. Do you have a Smart Home? If not, would you like to have it?





Audio 3.4

2. Listen to the presentation about Amazon Astro. What can it do?

3. Complete the sentences with the words below. Then listen again and check.

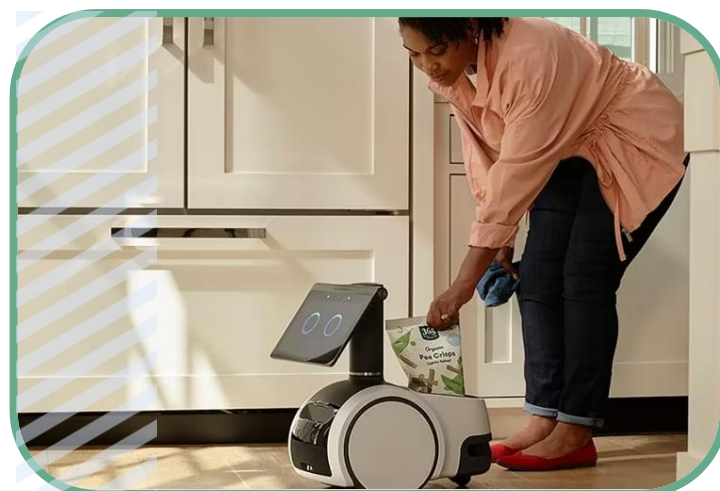
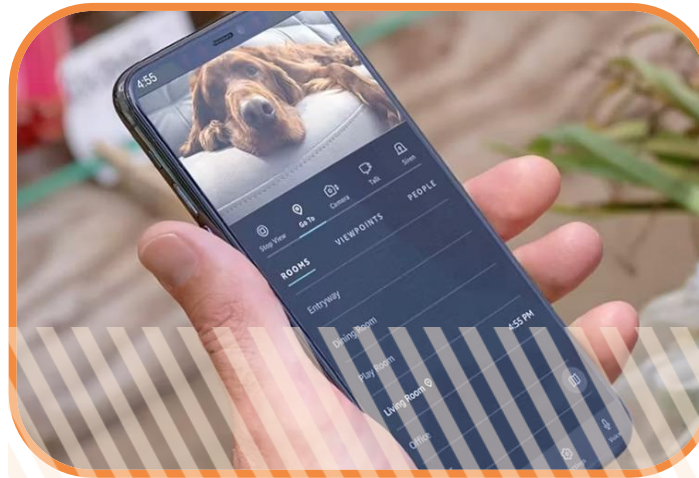
- First
- listening
- Lastly
- concerns
- brings
- sum up
- I'm here
- overview
- start

1. _____ to tell you about a very high tech and innovative product.
2. I'll give you a quick _____ of what Astro is.
3. _____ of all, Astro is a home robot designed to help with different tasks.
4. Let's _____ with how Astro helps in the home.
5. My next point _____ the characteristics of Astro.
6. _____, I want to talk about how Astro fits into your life.
7. So, to _____, Astro is a stylish home robot that offers help and security.
8. That _____ me to the end of my talk. Thanks very much for _____.



4. Read the Key expressions. Ask your teacher if you don't understand any of them.

5. Use the Key expressions to present Amazon Astro.



Starting the talk

- *I'm here to tell you / talk about ...*
- *I'll give you a quick overview of ...*
- *First of all / Firstly, ...*
- *I'm / We're going to (look at) ...*
- *Then we'll ...*

Introducing each point

- *Let's start with ...*
- *My next point concerns ...*
- *Finally / Lastly, (I want to talk about) ...*

Referring backwards and forwards

- *As I said before, ...*
- *I'll come to that later.*

Closing

- *So, to sum up ...*
- *That brings me to the end of my talk.*
- *Thanks very much for listening.*
- *Are there any questions?*

6. Prepare a presentation about:

- your company
- your services / products

extra writing

Describe your best customer service experience **(50-70 words)**.

extra vocabulary

Verbs used with 'product':

- | | | |
|---------------------|-----------|--------------|
| • to sell | | • to create |
| • to market | | • to develop |
| • to export | a product | • to launch |
| • to buy / purchase | | |

1. Answer the questions.

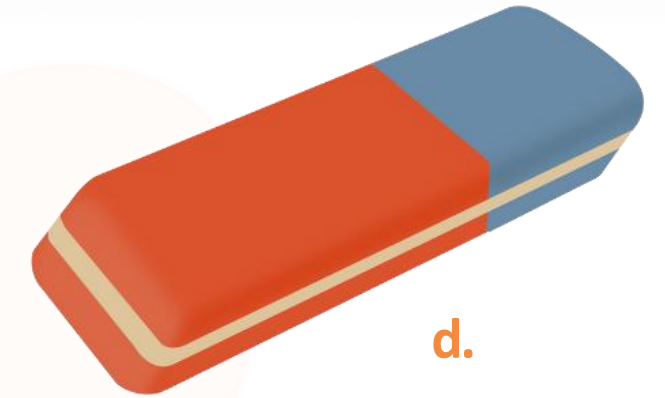
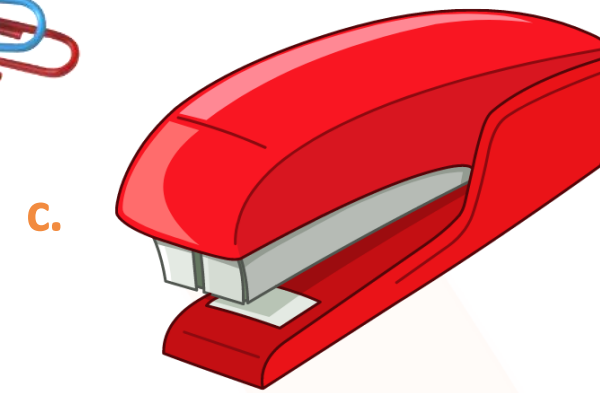
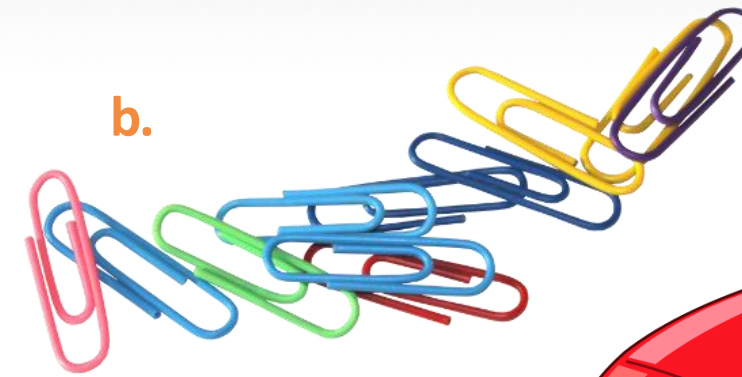
1. What do you have on your desk at work? (family photos, your children's drawings, toys, etc.)
2. Do you collect anything?

2. Look at the word cloud and try to guess who 'kidults' are.

animation
games
nostalgia
play
adults
fun
video
collectibles
toys

3. Match words (1-4) with pictures (a-d).

1. stationery
2. erasers
3. paper clips
4. stapler



4. Match the words (1-7) with their definitions (a-g).

- | | |
|------------------|--|
| 1. inevitably | a. small toy models of people or animals |
| 2. soothing | b. to attach something so it hangs down |
| 3. to hang | c. something that will definitely happen |
| 4. cheerful | d. happy and positive |
| 5. to turn into | e. pretty and nice to look at |
| 6. cute | f. makes you feel calm |
| 7. toy figurines | g. to change into something else |



5. Watch the first part of the video (00:00 – 0:54) and say if the sentences are True or False.

https://www.youtube.com/watch?v=U7oGMGdvAZs&ab_channel=TVBSWorldTaiwan

1. The toys in Taiwanese offices are only for decoration.
2. Action figure manufacturers do not use modern technology for toys.
3. Some office toys can be used as stationery, like pens and staplers.

6. Match the words (1-7) with their definitions (a-g).

- | | |
|--------------------------------|---------------------------------|
| 1. nostalgia | a. to buy |
| 2. to expand | b. to show or mention something |
| 3. to hit the nail on the head | c. old, but good or valuable |
| 4. vintage | d. happy memories of the past |
| 5. various | e. to be exactly right |
| 6. to point out | f. many different types |
| 7. to purchase | g. to increase in size |



7. Watch the second part of the video (0:54 - end) and choose the correct option.

https://www.youtube.com/watch?v=U7oGMGdvAZs&ab_channel=TVBSWorldTaiwan

- | | |
|--|---|
| 1. How many toys are bought by adults? | 3. Why do young adults buy more action figures? |
| a. 3 of 10 | a. because of the price |
| b. 1 of 11 | b. because they remember old TV shows and cartoons |
| c. all toys | c. because they are for children |
| 2. Who are the most common buyers of toys? | 4. What is unique about blind box toys? |
| a. children | a. they are very cheap |
| b. millennials aged between 18 and 34 | b. they are always based on animals |
| c. elderly people | c. buyers do not know what is inside until they open them |

8. Answer the questions.

1. Do you know any kidults?
2. How do industries benefit from kidults?
3. What things do companies make for kidults?
4. Do ads for kidults look different in your opinion?
5. Why are kidults good for the toy business?
6. Can playing with toys make adults happy?
7. What old toys do adults still enjoy? How about you?
8. Why do some adults collect toys?
9. Do you think adults should have fun like kids?
10. What games do both kids and adults enjoy together?

extra writing

Answer the question **(50-70 words)**:

Do you complain when you receive a bad service?

extra vocabulary

Range - all the different things one company makes.

E.g. Our store offers a wide range of products, from electronics to home goods.

1. Match the words (1-7) with their definitions (a-g).

- | | |
|-----------------|---|
| 1. new | a. many people like it |
| 2. unique | b. willing to help, or useful |
| 3. high-quality | c. very good; well-made |
| 4. helpful | d. worth the money |
| 5. original | e. not old |
| 6. popular | f. not the same as anything or anyone else |
| 7. good value | g. the only one of its type, unusual, special |

2. Match the words (1-7) from exercise 1 with the sentences that illustrate their meaning.

1. Customer service helps you fast when you have an order problem.
2. Everyone goes to this café because they all like its coffee. It's difficult to book a table here.
3. This jacket is very good; it looks new even after you wear it a lot.
4. At this restaurant, you pay a little but get a lot of food.
5. The artist paints pictures that no one else does; they are very special.
6. The company launched a product this week that wasn't available before.
7. Each person's DNA is different.

3. Choose the correct suffix: -ly, -ive, -able, -ish.

- eco-friend_____
- user-friend_____
- port_____
- attract_____
- comfort_____
- styl_____
- afford_____

4. Complete the sentences with the words from exercise 3.

1. This phone is very easy to use. It's _____.
2. Most people can buy it because it's _____.
3. You can sit on this chair for hours without pain because it's _____.
4. That painting is nice to look at. It's _____.
5. It has the latest technology. It's _____.
6. You can easily carry it because it's _____.
7. It's good for the planet. It's _____.
8. Those shoes look good with any jeans because they are _____.

5. Put the verbs into the correct form.

1. The presentation was great; the speaker _____ everything clearly. **(explain)**
2. Our team _____ on the project all night. **(work)**
3. Unfortunately, the delivery _____ on time due to bad weather. **(not arrive)**
4. The product _____ very popular after the successful marketing campaign. **(become)**
5. We _____ to stay late and finish all the tasks. **(decide)**

6. Make questions in the Past Simple using the prompts below. Then answer the questions.

1. you / go / home after work? – *Example: Did you go home after work?*
2. you / attend / any meetings / yesterday?
3. What time / you finish work / last Friday?
4. you meet / with any clients / last week?
5. you write / any emails / at work yesterday?
6. you / travel for work / last month?
7. What / you discuss / in the last team meeting?

7. React and show interest.

1. **A:** Did you know that the most productive work hours are between 10 a.m. and 2 p.m.?

You: _____

2. **A:** The CEO started as an intern in the same company 20 years ago.

You: _____

3. **A:** We introduced a new product last week.

You: _____

4. **A:** Our office is moving to a four-day workweek model!

You: _____

8. Put the presentation in order.

- | | |
|--------|---|
| 1. — | a. Finally, I want to talk about how you can adjust your meals for your health goals. |
| 2. — | b. Then, I'll show how the app makes shopping lists to save you time. |
| 3. — | c. So, to sum up, our app makes planning meals easy and fun for everyone. |
| 4. — | d. I'm here to talk about our new app for planning meals. |
| 5. — | e. Let's start with finding fun and new meals just for you. |
| 6. — | f. First, it helps you choose recipes you like and use what you have at home. |