

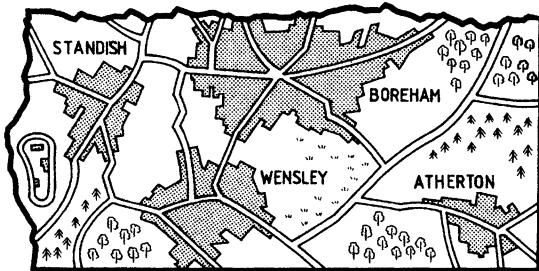


New Location. Briefing 1

Town name: Standish
 Population: 60,000
 Average salary: £21,500 pa
 Unemployment: 3%
 Average rental price of 200 m2 of prime commercial property: £5,500 pcm



Competition: Lots of high-priced boutiques, several national chains
 Other considerations: Elegant and attractive town with a historic image. Large tourist trade - 2.5 million visitors last year. Most people work outside the town in Boreham. Local racecourse shows televised horse racing.

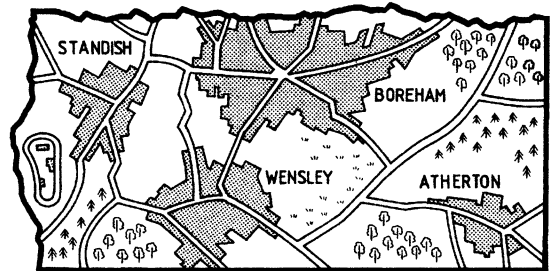


New Location. Briefing 2

Town name: Boreham
 Population: 140,000
 Average salary: £16,500 pa
 Unemployment: 11%
 Average rental price of 200 m2 of prime commercial property: £3,000 pcm



Competition: All main national chains plus local stores
 Other considerations: New town built in the 60s and 70s. Large industrial estate and shopping centre: people come from neighbouring smaller towns to buy there (total catchment area of about a quarter of a million people). Several of Nexor's main suppliers have factories there.

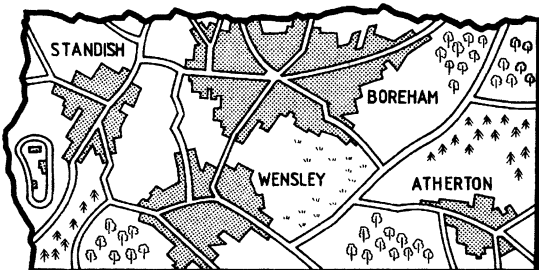


New Location. Briefing 3

Town name: Wensley
 Population: 90,000
 Average salary: £13,500 pa
 Unemployment: 18%
 Average rental price of 200 m2 of prime commercial property: £1,500 pcm



Competition: Local stores, some national chains
 Other considerations: Old town previously dependent on manufacturing. Closure of local factories has caused severe economic problems. Local council offers a 2-year tax holiday to new businesses. Birthplace of George Mill, football international and ex England captain.

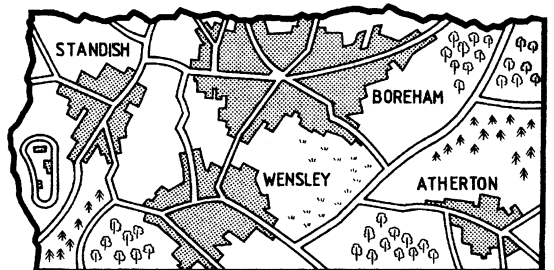


New Location. Briefing 4

Town name: Atherton
 Population: 20,000
 Average salary: £28,500 pa
 Unemployment: 1%
 Average rental price of 200 m2 of prime commercial property: £3,500 pcm



Competition: Almost none; only one good quality sports shop
 Other considerations: Small attractive town. Locals are mainly professionals and middle or upper-management class: very few work locally. Normally go to Boreham or Standish for major shopping. Has an annual cycle race which attracts several thousand spectators.



New location Worksheet **14**

NOTE: For groups of 3, miss out one town (e.g. Atherton). In groups of 5 the chairman has no briefing sheet.

ACTIVITY

Groupwork: speaking

AIM

To role play a meeting and rank a series of options

GRAMMAR AND FUNCTIONS

Making comparisons

Comparatives and superlatives

VOCABULARY

location, briefing, average, rental, prime, commercial property, competition, retail, pa (per annum), pcm (per calendar month), catchment area, chain, tax holiday, industrial estate, unemployment

PREPARATION

Make one copy of the worksheet for each group of four students in the class and cut it into four briefing sheets. You may find it useful to have a calculator handy for currency conversions.

TIME

15–20 minutes

PROCEDURE

- 1 Tell the class that they are going to practise attending meetings in English. Set up the situation. A retail clothing chain is deciding where to open their next store. The name of the chain is Nexor. They sell medium/high-priced sports clothes. Various towns have been identified as possible locations. The management board is meeting to decide which looks best.
- 2 Divide the class into groups of four and appoint a chairman in each group.
- 3 Give out copies of the briefing sheets. Each student in a group should have information about a different town. Allow a few minutes for reading, checking vocabulary and mental preparation. For background information, in 1994 the average salary in the UK was £16–17,000 and a typical rental for 200m² of prime commercial property was £3,500 pcm. Unemployment was about 10%. You may wish to update these figures.
- 4 Ask the students to act out the meeting. First each student in turn presents the information on his or her sheet. The group then discusses the three or four possibilities and prioritises them according to how promising each seems as a location for Nexor.

FOLLOW-UP 1

The group writes a memo to the board of shareholders putting forward their number one choice and setting out the reasons for their decision in not more than 100 words.

FOLLOW-UP 2

Set up a second discussion along the same lines using the students' own experience. They can, for example, select a new location for Nexor in their own country, select a new location for their own company or select a new country for Nexor to expand into.