

The background of the slide is a photograph of a business meeting. Several people are seated around a wooden table, looking at documents and a laptop. A laptop screen in the foreground displays various business charts and graphs. A teal-colored geometric overlay covers the left and bottom portions of the image. The text 'NEW BUSINESS ENGLISH 6' is written in a large, bold, dark blue font across the teal area. The text 'Lesson 13' and 'Marketing Analysis' are written in a teal-colored font on a dark blue background in the bottom right corner. There are small white dot patterns in the top left and bottom right corners.

# NEW BUSINESS ENGLISH 6

## Lesson 13

### Marketing Analysis

# LEARNING GOALS

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

# Learning Goals

## ∴ Reporting Results Using SWOT

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

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

**O**ppportunity      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**.

**T**hreat      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

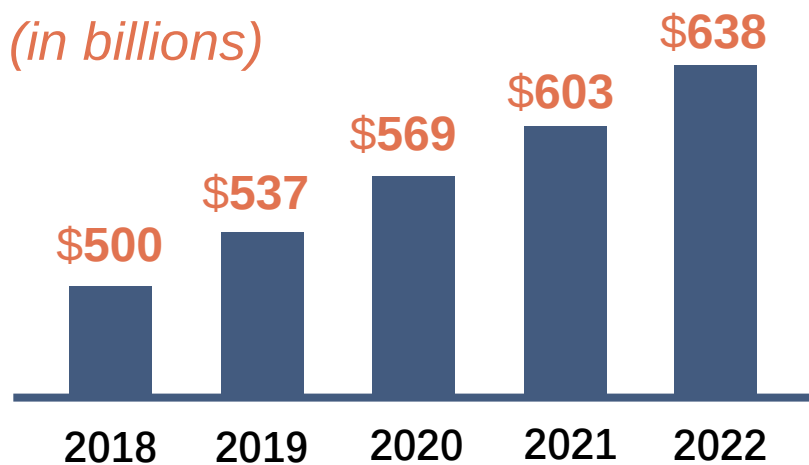
## Scenario:

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  
Proofread by Flavion*

