

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 coffee cup is also visible on the table. A large, semi-transparent teal shape is overlaid on the left side of the image, containing the main title text.

NEW BUSINESS ENGLISH 6

Lesson 16
Place



LEARNING GOALS

- ◆ 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.

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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?

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.

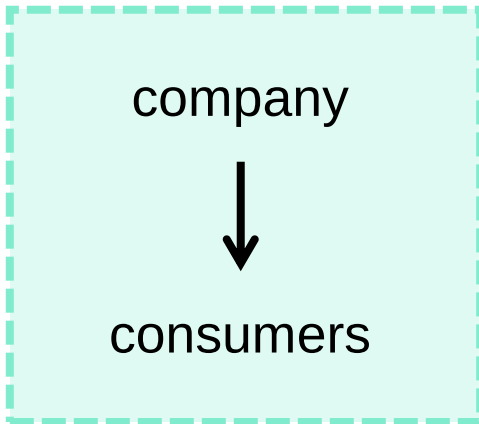


∴ Common Paired Conjunctions:

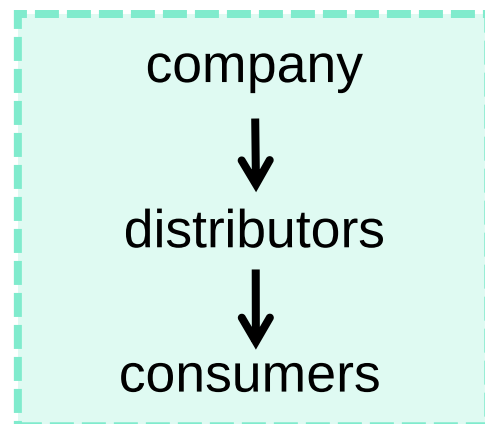
- *as...as*
- *either...or*
- *neither...or*
- *both...and*
- *apart from...also*
- *not only...but also*

4 Types of Distribution Channels

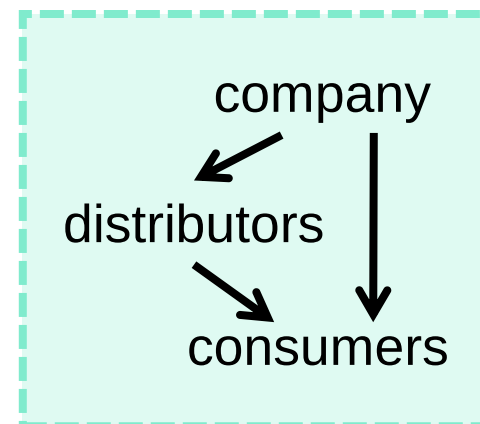
Direct



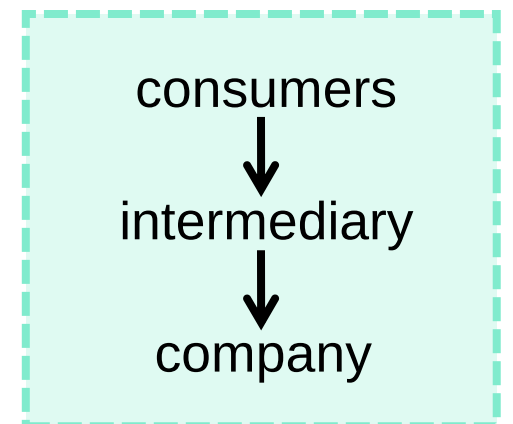
Intermediary



**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?

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