In this unit . . .

Derek explains how Big Boss works.
Ms Wong looks at some old toys.
Edward explains the feasibility study for “Friendly Fish”.

<table>
<thead>
<tr>
<th>Product development</th>
<th>How it works</th>
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<tr>
<td>wide range</td>
<td>press</td>
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<td>dependent</td>
<td>record</td>
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<td>chip technology</td>
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<td>prototype</td>
<td>trigger</td>
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<td>photo-sensitive cells</td>
<td>play back</td>
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<td>major breakthrough</td>
<td>activate</td>
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<td>represent</td>
<td>select</td>
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<td>management committee</td>
<td>repeat</td>
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<td>development money</td>
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<td>Feasibility Study</td>
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<td>basic process</td>
<td>for instance</td>
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<td>freelance</td>
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<td>mass market</td>
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<td>positive</td>
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<td>certain</td>
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</tbody>
</table>
HOW DO YOU OPERATE BIG BOSS?

Order

There's a microphone in Boss's ear, and it will recognise certain commands.

A it plays it back
B it records what you say
C it hears the trigger word
D it stores what you say

TOYS AND PRODUCTS

Match

A No microchips in this – all clockwork.
B The eyes contain photo-sensitive cells.
C The feasibility study indicated that Friendly Fish would sell all over Europe.
D There's a microphone in Boss's ear.
E A few of the kids wanted it green and blue.
F You just wind it up and off it goes.

Choose Operation Market Research

____  _____  _____

____  _____  _____

____  _____  _____

____  _____  _____
EXPLAINING THINGS

Match

1 “It’s very beautiful. How does it work?”
   “You just wind it up.” __

2 “How is it powered?”
   “Aha! You’ll enjoy this: light energy.” __

3 “And what are sales like?”
   “Terrible.” __

---

GIVING INSTRUCTIONS

<table>
<thead>
<tr>
<th>Operating sequence</th>
<th>You press his nose and that activates the voice card. Then you say the phrase, “I don’t want problems, I want solutions.” Then you press the nose again.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Derek says . . .</td>
<td>You do this . . . Then you do that . . . Then you . . .</td>
</tr>
<tr>
<td>You can say . . .</td>
<td></td>
</tr>
</tbody>
</table>

EXPLAINING HOW IT WORKS

<table>
<thead>
<tr>
<th>Introduction</th>
<th>I’ll keep it simple.</th>
</tr>
</thead>
<tbody>
<tr>
<td>You can say . . .</td>
<td>The main point is . . .</td>
</tr>
<tr>
<td>Main point</td>
<td>The important thing is that this is a major breakthrough.</td>
</tr>
<tr>
<td>General information</td>
<td>All the toys will represent the very latest in technology.</td>
</tr>
<tr>
<td>Special feature</td>
<td>It won’t need new batteries. Both the eyes contain photo-sensitive cells which absorb the solar energy.</td>
</tr>
<tr>
<td>Details</td>
<td>These cells then power the motors located here under each arm.</td>
</tr>
<tr>
<td>You can say . . .</td>
<td>This model has . . . It will . . . It uses . . . It works like this.</td>
</tr>
</tbody>
</table>
HOW DO THEY WORK?

**Complete**

Tell me, ______

2 _______

Some of them are Victorian. No microphones in these. All clockwork. But some are quite ingenious. 3 _______

It's very beautiful.

4 _______

Well, 5 _______

A How old are they?
B and off he goes.
C Look at this one, for instance.
D do these toys work?
E you just wind it up
F How does it work?

DEVELOPING FRIENDLY FISH

**Order**

1. _______

2. _______

3. _______

5. _______

4. _______

A They liked them.
B The idea came from a freelance designer.
C They asked the development team how much it would cost to manufacture the product.
D They asked the Marketing Department two questions.
E A management committee looked at the designs.

DESCRIBING WHAT PRODUCTS WILL DO

**Complete**

1. There's a microphone in Boss's ear, and ______ certain commands.

2. Every time he hears that word, ______ “I don't want problems, I want solutions.”

3. Each time the Boss hears the trigger word, ______ the phrase.

4. It is powered with light energy, ______ new batteries.

5. All the toys ______ the very latest in technology.

A will represent
B it will recognise
C he will say
D he'll repeat
E it won't need
FEASIBILITY STUDY FOR FRIENDLY FISH INDICATED

Choose

COST

A  B

VOLUME

A  B

SALES

MARKET

A  B

LANGUAGE SUMMARY

Asking for explanations
How does it work?
Tell me, how does this work?
What is that?
Why do you do that?
I'm sorry - could you repeat that?
Could you speak more slowly, please?
I don't understand what you mean by...
Would you mind explaining that in another way?

Offering explanations
I'll try to explain it simply.
I'll keep it simple.
Let me show you an example.

Let me show you how products are market researched.
Let me try.
Let me clarify this.

Giving instructions
Say something.
Give him the trigger word.
Press F1 and then return...
... then press escape.
You press his nose, then you say the phrase, then you press his nose again.
You just wind it up, and off it goes.
You do that in order to stop the recording.
Unit 8

1. You must choose what you use in your own company.
2. You must choose what you have in your own company,
3. 1 - B 2 - D 3 - E 4 - C 5 - A
4. He shows Kate all of them.
5. 1 - A 2 - C 3 - D 4 - B
6. Education: C Age: B Income: C Occupation: C
7. Good: 1 2 3 4 6 Bad: 3 5
8. 1 - C 2 - E 3 - A 4 - G 5 - F 6 - D 7 - B
9. 1 - B 2 - F 3 - E 4 - C 5 - D 6 - A

Unit 9

1. 1 - C 2 - B 3 - D 4 - A
2. 1 - C,E 2 - A,F 3 - B,D
   Operation: A,B,D,F Market Research: C,E
3. 1 - A 2 - B 3 - C
4. 1 - D 2 - A 3 - C 4 - F 5 - E 6 - B
5. 1 - B 2 - E 3 - A 4 - C 5 - D
6. 1 - B 2 - C 3 - D 4 - E 5 - A

Unit 10

1. 1 - B 2 - A 3 - C
2. 1 - C 2 - A 3 - B
3. 1 - A 2 - C 3 - E 4 - B 5 - D
4. 1 - C 2 - A 3 - B 4 - D
5. Big Boss: A C E F I Dealer Dan: B C D F G H J
6. 1 - T 2 - T 3 - F 4 - F 5 - F 6 - T 7 - F 8 - T
Okay?

GERALDINE Hello, Bibury Systems. Oh, hello, Kate...

CLIVE HARRIS Is that Kate McKenna? I'll have a word.

CLIVE HARRIS Hello, Kate. How's your trip? Good... We need you back here as soon as possible... Good luck!

GERALDINE Sorry to disturb you, Derek.

DEREK Not at all.

EDWARD GREEN Have you met Phil Watson from RUYJ Advertising?

DEREK JONES No, I don't think so.

EDWARD GREEN Phil, I'd like to introduce Derek Jones our Development Manager.

DEREK JONES Glad to meet you.

EDWARD GREEN This whole area is our development workshop. It's where we work on the ideas for new products and toys.

PHIL WATSON Who gives you the ideas?

EDWARD GREEN Most of the ideas come from inside the company...

PHIL WATSON Who thought of this?

EDWARD GREEN This product here is being manufactured under licence from a company in the States. It's not our concept, I'm afraid. But it's selling very fast. We have a very flexible position on licensing deals.

PHIL WATSON This looks beautiful.

EDWARD GREEN Derek, whose idea was this? Did you think of this one?

DEREK JONES No, it's quite nice, isn't it? That toy started life as a picture from a young girl from a local school. She sent it in to us. Ah, here it is.

PHIL WATSON How do you do your market research for a new product?

EDWARD GREEN Good question. It depends on the product. We have our own research people in-house so we do very detailed assessments. But, of course, we buy in market research expertise when we look outside the UK. Marketing Big Boss is very complicated.

We're targeting both adults and children.

PHIL WATSON Nice to meet you, Derek.

DEREK JONES You too. I hope you get the packaging designs right. Big Boss deserves the best.
DEREK JONES Okay, now say a sentence with the word “problems” in it.

PHIL WATSON Excuse me, Big Boss, I’m having some problems with the project.

BIG BOSS Problems! I don’t want problems. I want solutions.

PHIL WATSON Brilliant! How is it powered?

DEREK JONES Ah! You’ll enjoy this! Light energy. It won’t need new batteries. Both the eyes contain photo-sensitive cells which absorb the solar energy. These cells then power the motors located here under each arm. Now, as everybody knows, when you have this kind of configuration there is a...

EDWARD GREEN Sorry, Derek would you mind explaining that in another way?

DEREK JONES Sorry, I’ll keep it simple. The important thing is that this is a major breakthrough. All the toys will represent the very latest in technology.

PHIL WATSON I can see that. It’s very impressive.

EDWARD GREEN Thanks, Derek.

PHIL WATSON Thanks for the demonstration.

DEREK JONES Any time.

MS WONG Tell me, do these toys work?

CLIVE HARRIS These? Yes.

MS WONG How old are they?

CLIVE HARRIS Some of them are Victorian. No microchips in these. All clockwork, but some of them are quite ingenious. Look at this one for instance. A young violin player.

MS WONG It’s very beautiful. How does it work?

CLIVE HARRIS Well, you just wind it up... and off he goes... My grandmother played with some of these when she was a girl. And my father collected clockwork toys.

MS WONG They are very clever.

CLIVE HARRIS But not very safe... Look at the sharp edges on this one. Very dangerous and it’s covered with lead paint.

MS WONG Tell me, how does this work?

GERALDINE I’ve pressed return and nothing happens.

I’ve tried that.

How can I get out of the programme?

Just a second. Could you speak more slowly, please?

Right. Let me try. F1 and then return. Yes. Then press “escape”.

Oh that’s it. Thanks.

EDWARD GREEN... Let me show you how products are market researched...

EDWARD GREEN You see all products go through the same, basic process. They start as an idea. Every month, a management committee looks at all the new ideas and they put development money into some of them. Let me show you an example. Take this product: “Friendly Fish”. The idea came from a freelance designer. A Management Committee looked at the designs and they liked them. Follow me. They asked the development team how much it would cost to manufacture the product, and they asked the Marketing Department two questions: 1. Who is the target market for Friendly Fish? 2. How big is that market? We then know if the idea is worth taking on to the next stage which is the feasibility study.

PHIL WATSON So what happened with the Friendly Fish?

EDWARD GREEN We learned at this stage that it was a low cost, high volume mass market product. The feasibility study indicated that Friendly Fish would sell all over Europe. We then invested in more market research. We asked a large group of eight year olds from different backgrounds about “Friendly Fish”. We asked them questions like: Which material shall we use? Which colours do you like? etc. A few of the kids wanted it green and blue. 17.5% other children wanted it red. But all of them wanted Friendly Fish. All of them. They loved Friendly Fish.

We checked each key indicator. Every one of them was positive. We made half a million.

PHIL WATSON And what are sales like?

EDWARD GREEN Terrible. Sometimes it happens. Even with all the market research, you can never be one hundred per cent certain.

PROGRAMME 10

RESCHEDULING PLANS AND ARRANGEMENTS

MR. SMITH Edward, I’m sorry. I’m afraid I’ll have to cancel our meeting tomorrow.

EDWARD GREEN That’s no problem. Shall we post-