

Unit 4 Products

1 Products – What products are you loyal to?

Look at these following products. Then, answer the questions:



- Are you familiar with those food and beverage products?
- Do you consume those products? Why or why not?
- What product do you like most? Explain your answer.
- Which one do you prefer to consume, national or international products? Why?

2 Making Inferences

Making inferences is also called as “reading between the lines”. This means that the reader should use the information in the text to guess or predict other things about the text. The reader, sometimes, needs to guess information that the writer has not put there. In addition, the reader needs to guess about meaning when he or she does not know all the words. Good readers, indeed, make inferences all the time as they read.

Making Inferences from Conversations	
<p>✓ Example: Read this conversation and answer the questions. Work with your partner.</p> <ul style="list-style-type: none"> ▪ (A) : Look at the long line! Do you think that we'll get in? ▪ (B) : I think so. Some of these people already have tickets. ▪ (A) : How much are the tickets? ▪ (B) : Only Rp.55.000,- for the first show. ▪ (A) : Ok, I'll pay the tickets for both of us. ▪ (B) : Alright, thanks. I'll buy some popcorn. 	<p>✓ Questions:</p> <ol style="list-style-type: none"> 1. Where are these people? 2. What are they talking about? 3. Which words helped you guess the topic?

3 Reading

Products and Brands

Marketing theorists tend to give the word *product* a very broad meaning, using it to refer to anything capable of satisfying a need or want. Thus, many kinds of services, activities, people (politicians, athletes, film stars), places (holiday resorts), organizations (hospitals, colleges, political parties), and ideas, as well as physical objects offered for sale by retailers, can be considered as products. Physical products can be usually improved by benefits such as customer advice, delivery, credit facilities, a warranty or guarantee, maintenance, after sales service, and so on.

Some manufacturers use their names (the 'family name') for all their products, e.g. Philips, Colgate, and Yamaha. Others, including Unilever and Procter & Gamble, market various products under individual brand names, with the result that many customers are unfamiliar with the name of the manufacturing company. The major producers of soap powders, for example, are famous for their multi-brand strategy which allows them to compete in various market segments, and to fill shelf space in shops, thereby leaving less room for competitors. It also gives them a greater chance of getting some of the custom of brand-switchers.

Most manufacturers produce a large number of products, often divided into product lines. Most product lines consist of several products, often distinguished by brand names, e.g. a range of soap powders, or of toothpastes. Several different items (different sizes of models) may share the same brand name. Together, a company's items, brands and products create its product mix. Since different products are always at different stages of their life cycles, with growing, stable or declining sales and profitability, and because markets, opportunities and resources are in constant evolution, companies are always looking to the future, and re-evaluating their product mix.

Companies whose objectives include high market share and market growth generally have long product lines, i.e. a large number of items. Yet most product lines have a tendency to lengthen over time, as companies produce variations on existing items, or add additional items to cover further market segments. Additions to product lines can be the result of either line-stretching or line-filling. Line-stretching means lengthening a product line by moving either up-market or down-market, i.e. making items of higher or

lower quality. This can be carried out in order to reach new customers, to enter growing or more profitable market segments, to react to competitors' initiatives, and so on. Yet such moves may cause image problems: moving to the lower end of a market dilutes a company's image for quality, while a company at the bottom of a range may not convince dealers and customers that it can produce quality products for the high end. Line-filling – adding further items in that part of a product range which a line already covers – might be done in order to compete in competitors' niches, or simply to utilize excess production capacity.

Adapted from a book entitled English for Business Studies by Ian MacKenzie

4 A Main Idea and Details Chart

Identifying the main idea and details can help you understand what you have read. You can ask yourself, "What was the reading about?" Your answer to the question is the main idea of the selection. You can use a Main Idea and Details Chart to help you understand what you read.

Exercises:

- (1) Read the text entitled "Products and Brands".
- (2) Then, fill in the chart to show the main idea of the selection and some details that support it.

Name _____
Date _____

Main Idea & Details Chart

Main Idea

Supporting Detail 1	Supporting Detail 2	Supporting Detail 3	Supporting Detail 4	Supporting Detail 5