

From ESAP to 'EVSAP': sample materials

Andrew Preshous, Coventry University, andrew.preshous@coventry.ac.uk

Sample concordance extract from the business case study corpus:

international markets.Both companies see emerging	markets	as the brightest prospects for growth,
tea, where local producers dominate the	market	. The two US companies have opted to concentrate
from one-third to about 21% of the Chinese	market	since 1999, while branded water has risen
consumers are becoming more discerning in all	markets	. In response, as in the period of PepsiCo
prospects for growth in the North American	market	. The Company is also eyeing the European
The Company is also eyeing the European	market	, as here, too, consumers are turning to
to secure raw materials and nurture local	markets	for 1.5 manufactured products. As late
were leaders or in second place in their	markets	, with potential to grow. In foods, they
concentrating on developing and emerging	markets	. Asia and Africa now account for 27% of
weakness in the fiercely competitive consumer	markets	where it operates.

Sample activities (please note these are extracts only)

A) Identifying collocates of 'market(s)'

1. Select a suitable word to complete each sentence.

lucrative	leader	dominate	international	emerging
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- With Quaker Oats came Gatorade, the **market** _____ in energy drinks.
- Pepsi trails behind Coke in most _____ **markets**.
- Both companies see _____ **markets** as the brightest prospects for growth.
- The strongest growth in China has been in bottled water, juice and tea, where local producers _____ **the market**.
- North America continues to be PepsiCo's most _____ **market**.

Read the case study '*PepsiCo's path to internationalization*' to check your answers.

2. Beyond the text: checking understanding

- Which company is the **market leader** for mobile phones in China?
- Name a company that **dominates the market** for a particular product in your country e.g. the car industry.
- Identify a **lucrative market** for a new low-calorie chocolate bar.
- Identify two other soft drinks companies that are successful in **international markets**.
- Give reasons why China and India are considered to be **emerging markets**.

B) Noticing verbs that collocate with 'market(s)' and verb patterns

Identify the main verb that collocates with the noun 'market'.

What grammatical patterns do you notice?

- a) This is bad news for the large brewers, who are turning to emerging **markets** to make up the shortfall.
- b) The large brewing companies must seek out both new **markets** and new ways to refresh sales in mature **markets**.
- c) Nissan was later than its rivals in entering the Chinese **market**, announcing a 50/50 joint venture with state-owned Dongfen Motor only in 2002.
- d) It is targeting its home **market**, the US and other global markets, primarily China.
- e) By contrast, PepsiCo looked mainly to its home **market**, but diversified its product offerings.
- f) The Company is also eyeing the European **market**, as here, too, consumers are turning to healthier options.
- g) The group is now concentrating on developing and emerging **markets**.

C) Word formation

1. Complete the table

innovate		
	competition/competitor	
		productive

2. Error correction

- a) The company not only faces national competitive but also international competitive.
- b) Boeing has a leading position because of its innovativeness.
- c) A producing company is more likely to be a profitable company.

3. Selecting the appropriate form (answers from the corpus in italics)

- a) Airbus has also suffered delays with its more _____ and risky project the A380 Superjumbo. (*innovative*)
- b) It faces stiff _____ from its three large rivals. (*competition*)
- c) _____ has been a source of _____ advantage for L'Oreal. (*Innovation, competitive*)
- d) Boeing, the giant American aircraft maker, and Airbus, its European counterpart, are the two main _____ in the global aircraft market. (*competitors*)
- e) In 2007, BP had to revise its projected _____ forecasts, to 18% less than anticipated. (*production*)

(Activities adapted from case studies in Morrison, 2009, International Business)

