

### **Business English- Using Trends to Justify your Ideas**

*Choose one of the changes in your business below and try to explain why it is a good idea due to changes in the population, the economy, customer profiles, competition, business conditions, technology, etc.*

- A share buyback (= stock buyback)
- Accept a merger proposal – Reject another company’s proposal to merge
- Borrow more – Cut borrowing
- Bring back an old system/ product – Scrap a system/ product
- Change suppliers
- Combine two or more parts of the business – Split off part of the business
- Cut bonuses – Raise bonuses – Introduce more performance-related bonuses
- Cut office hours – Extend office hours
- Cut pay – Increase pay
- Cut spending on insurance – Get more insurance
- Cut the discounts that you offer – Give bigger discounts
- Cut the number of managers – Increase the number of managers
- Downsize – Hire more staff
- Expand – Consolidate
- Give more to charities – Give less to charities
- Hedge against...
- Hire consultants – Stop using consultants – Change the consultants that you use
- Increase your dividend – Decrease your dividend – Scrap your dividend
- Introduce (complete) flextime
- Invest more in IT/ technology/ training/ entertainment/ marketing/ R&D/ automation/ security – Keep larger (cash) reserves
- Launch new products – Update existing products
- List your company on the stock market
- Move into new areas of business – Specialise more
- Move office – Renovate this office
- New ways of marketing
- Offer early retirement – Try to keep older staff for longer
- Offer more benefits/ perks such as childcare facilities
- Outsource more
- Protect your company against takeovers
- Purchase a reserve of supplies
- Recruit a different way
- Recruit more MBA holders
- Recruit younger people – Recruit more experienced people
- Renovation of this room/ floor/ building
- Reorganise
- Replace an old product with a new one
- Sponsor a (different) sport
- Start up a new company
- Use headhunters – Promote more from inside the company
- Use more agency staff/ freelance staff/ temporary staff – Offer more permanent contracts

*Use the trends on the next page to help with the task above.*

### **Possible trends to talk about**

- Absenteeism
- Average age
- Average wages
- Commodity prices (gold prices, crude oil prices, food prices, etc)
- Company image/ Public relations
- Competition (from abroad etc)
- (Business/ Consumer/ Market) confidence
- Consumer habits
- (Computer/ White collar) crime (e.g. insider trading and hacking)
- Economic growth (growth in GDP etc)
- Effects of globalisation
- Effects of the internet
- Exchange rates
- Health of employees
- Industrial action
- Inflation/ The cost of living
- Insurance costs
- (Bank/ Base/ Credit card) interest rates
- Life expectancy
- Market share
- New products
- Overtime
- People in higher education/ with postgraduate degrees (MBAs etc)
- Product lifecycles
- Product recalls
- (Pre-tax/ Net) profits
- Profit margins
- (Commercial/ Residential) property prices/ rents
- ROI (returns on investment)
- Revenue/ Turnover
- Risk
- Sales
- Shares (share prices, number of shares in your company owned by..., etc)
- Spending on...
- Staff motivation
- Staff turnover
- Standards of education in school/ university
- Stress
- Suing companies
- (Capital gains/ Corporate/ Income/ Sales) tax
- Tensions between management and workers
- Use of technology
- Women in the workplace/ Women in management/ Working mothers

*Choose things above and work together to explain the past, present and (probable) future trends in as much detail as you can.*