

2

Future uncertainty

Vocabulary and Grammar

STEEP analysis

1 What do the abbreviations STEEP and FMCG stand for?

S _____	F _____
T _____	M _____
E _____	C _____
E _____	G _____
P _____	

2 Use the clues to find the words.

- to buy p _____ (8 letters)
- very large m _____ (7 letters)
- influence s _____ (5 letters)
- on the other hand c _____ (10 letters)
- natural foods grown with no chemicals
o _____ (7 letters)
- food produced from seeds engineered in a laboratory
g _____ m _____ (11 letters, 8 letters)
- insufficient supplies s _____ (9 letters)
- thinking again r _____ (13 letters)

3 Complete the text with the words from exercise 2.

In the future, we're going to have to think more carefully about our food supply: food **1** _____, which have in the past been more common in developing countries, will also start to happen in developed countries. Some scientists have argued that **2** _____ food is the answer: producing crops which are disease and pest-resistant. **3** _____, environmentalists have argued that **4** _____ food is the way forward. Either way, as consumers become more aware of these arguments, they are **5** _____ the type of food they buy and this will also **6** _____ the market and the products which are available in the future. Food and food processing is a **7** _____ business and the decisions we make about what to **8** _____ as individual consumers will have far-reaching effects.

Consumer goods sectors

1 Complete the expressions for the different types of consumer goods sectors.

- food and d _____
- consumer e _____
- home c _____
- supermarket r _____
- health and b _____
- home e _____

2 Complete the sentences with the expressions from exercise 1.

- The company specialises in _____ products, such as cosmetics, hair care products, medicines etc.
- The _____ sector has seen a huge rise over the past few years as more and more people join the rush to get the latest computer technology.
- Our range of _____ products has everything you need from kitchen and bathroom cleaning to garden maintenance.
- Sales in Northern Ireland's _____ processing sector grew to £3.2 billion last year, according to the Department of Agriculture and Rural Development.
- You can now buy all your _____ from our online store, including laptops, TVs, mobiles, PCs and more.
- _____ giants, such as WalMart and Tesco, are being blamed for the decline in small, independent grocery stores.

Future certainty and uncertainty

1 Look at the predictions about trends in the consumer goods industry and underline the verbs that are used to talk about the future.

- 1 Technology will continue to evolve and impact on consumer habits and expectations.
- 2 Some people could become fed up with the amount of technology and move back to more face-to-face business.
- 3 Car manufacturers might consider selling direct to the consumer via their own websites.
- 4 CO₂ issues in the future may mean that computer manufacturers need to focus more on recycling component parts.
- 5 Marketing and selling online will probably grow much further, particularly in certain fields of business like retail.
- 6 Falling birth rates will definitely result in decreased demand and greater competition as the number of consumers fall.
- 7 Due to increasing health awareness in developed countries, it is highly unlikely that the demand for GM foods will rise.
- 8 The regulations for companies producing healthcare products are going to become stricter.
- 9 I guess there may be more global products like Coca-Cola, which is drunk all over the world.
- 10 It looks probable that the subject of CO₂ emissions will be the dominating subject over the next few years.

Match the sentences above with the correct degree of certainty a–c.

- a possible _____
 b probable _____
 c certain _____

2 Complete the sentences with the correct expression, depending on how certain the speakers are. Some letters have been given to help you.

1 I s. _____ we'll have to wait until the boss is back from holiday before making that decision. (possible)

2 We m _____ consider the needs of the growing numbers of elderly consumers. (certain)

3 We've been told they _____ definitely move production to the Far East. (certain)

4 It's _____ that the project will go ahead if they don't get any more funding from the government. (probable)

5 It _____ probable that regulations controlling CO₂ emissions will get tougher. (probable)

6 I g _____ we could wait until next week to see if the results of the survey have come back. (possible)

3 Look at the following pairs of predictions and decide which in each pair is the most certain.

- 1 A: I guess we will have to do things differently in the future.
 B: It'll probably be another year before they have broadband in rural areas.
- 2 A: We might well recruit forty new people in the New Year.
 B: I suppose we'll have to refund them if we don't get the order to them on time.
- 3 A: It looks probable that the company will offer him a promotion.
 B: There could be a problem with that.
- 4 A: We may have to move people to other departments.
 B: I'll be back by then.
- 5 A: It's highly unlikely that the flight will be cancelled because of fog.
 B: Sales could increase over the holiday period.
- 6 A: Some renewable fuels may even be doing more harm to the environment than oil and gas.
 B: Companies will need to take a more multicultural approach to business.

Skills

Review!

9–10 Listen to tracks 9–10, which are from the Student's Book. Notice how the speaker organises her presentation the style and discourse markers she uses to link segments of her presentation.

Discourse markers

1 Look at the following examples and underline the discourse markers.

- 1 So why do we really want to upgrade besides the impact of not doing it?
- 2 Well, we want to reduce the risk of maintaining ...
- 3 And as you can imagine, as time goes by, that figure's going to go up.
- 4 Right, I think we should start.
- 5 So what is our basic approach going to be in Japan?
- 6 It's important that we upgrade the system ... obviously we've been looking into alternatives.

2 Complete the informal presentation with the correct discourse markers. The first letters have been given to help you.

- 1 S_____, I'd like to start today by looking at the background to the project. 2 T_____ we'll move on to the current situation and finally we'll discuss where we go from here.
- 3 O_____, we've only got an hour, so we'll have to keep it brief. 4 W_____, let's start with the background ... The main point is we might not even get the contract, I
- 5 m_____ nothing is guaranteed ... On the
- 6 o_____ h_____, if we do, then we'll have to work quickly to meet the deadlines ... And finally, before I hand over, I'd
- 7 j_____ like to say thanks to everyone for all your hard work so far.

3 Look at the following extracts from a presentation and put them in the right order.

- 1 I mean, if we stick with the same type of products we've always had, I think we're going to get left behind, so although there is a risk changing the product, I think it's necessary ...
- 2 Right – this is our proposed change – the new product. We wanted to have something new and fresh to present to the market this spring and we think it's time to change our image.
- 3 So, what do we do now? Well, we've already done some market research which suggests ...
- 4 OK, let's get started.
- 5 So, as you probably know, this product has been in the pipeline for some time now, and I'd like to give you some information on it ...

10 FUTURE UNCERTAINTY

11 Now listen and check your answers.

CEF Can Do statements

Now you have completed the exercises in this unit, read the following statements. Tick the boxes that apply to you.

	Yes, I can do this.	I think I need more practice.
1 I can use vocabulary connected with a STEEP analysis and the consumer goods sector.	<input type="checkbox"/>	<input type="checkbox"/>
2 I can talk about certain and uncertain future events using a range of structures.	<input type="checkbox"/>	<input type="checkbox"/>
3 I can use discourse markers to help organise an argument and make it easy to follow.	<input type="checkbox"/>	<input type="checkbox"/>

If you need more practice on points 1–3, check your Student's Book:

- 1 Lesson 2.1/2.2 2 Lesson 2.1 3 Lesson 2.3

Make a note of the areas you want to practise more and how you can do this.

Reading 1

Food Retail in India

Growth, Growth and More Growth

1 _____

Retail is being hailed as India's industry of the future, incited by the country's huge urban middle class population. Food and grocery is the second-largest segment of the retail industry and the potential for new entrants in this segment is enormous, particularly in untapped markets like rural and semi-rural areas. Growing at the rate of 30%, Indian food retail is going to be the major driving force for the retail industry.

2 _____

Fuelled by large disposable incomes, the retail sector is witnessing a remarkable change in consumption patterns, especially in terms of food. Food retailing has come of age – from a period when food items were sold in small road side grocer shops and bazaars by vendors to a stage when food products (processed and groceries) are retailed through supermarket stores where consumers can inspect, select and pick up the products they like in a comfortable ambience and still pay a fair price. Shopping for groceries is no longer a strenuous and uncomfortable affair.

3 _____

The first visible sign of the change in food retailing was seen in the mid-eighties. Around that time a few new food stores were set up in all metro cities in India.

Until the late 1990s, food retailing in the form of hypermarkets, supermarkets and neighbourhood stores was concentrated in the south of the country. The reason being that most entrepreneurs who started organised retail came from southern India and the cost of real estate in the southern region was less than other regions. Since then, however, organised food retailing has emerged across the country, inspired by the presence of high potential markets in the north, west and east as well as the success of some non-food retailers and food services companies in these regions.

4 _____

There are various factors paving the way to revolutionising food retailing in India. Among them are:

- Changing lifestyles and tastes
- Growing need for convenience
- Increasing disposable income



- Increasing numbers of working women
- Change in consumption patterns
- Higher aspirations among youth
- Impact of western lifestyle
- Plastic Revolution – increased use of credit cards and debit cards

With changing food consumption patterns, consumers' need for convenience, choice and value for money, the set-up of the retail format is changing. Indian consumers have always visited about eight to ten outlets to purchase various food products. These outlets include neighbourhood kirana stores, bakeries, fruit and vegetable outlets, dairy booths and chakkies (small flour mills), which is a very time-consuming and unproductive way of shopping for food.

With changing lifestyles, there is a scarcity of time. So, convenience in food shopping is emerging as an important driver of growth for one-stop retail formats that can offer the consumer 'value for time' in addition to 'value for money'. In every retail format, the food trade is growing. A huge increase is expected from the corporate players, which will help grow the entire food retail sector. Retailers are offering a package of convenience and freshness, and have an edge over manufacturers that focus mainly on packaged conveniences.

5 _____

The past 4–5 years have seen increasing activity in food retailing. Various business houses have already planned for investments in the coming 2–3 years. Though the retailers will have to face increasingly demanding customers and intensely competitive rivals, more investments will keep flowing in and the share of the organised food sector will grow rapidly.

Organised food retailing in India is surely poised for a take-off and will provide many opportunities both to existing players as well as new entrants.

Source: Chillibreeze Solutions Pvt Ltd, by Pooja Srivastava



1 Read the article about food retailing in India and decide which section the following headings refer to.

- a The future of food retail
- b The food retail story
- c Food retail: industry of the future
- d Food retail: a changing market
- e Drivers for development

2 Read the article again. Are the statements true (T), false (F) or not stated (NS)?

- 1 Food is the largest sector of the retail industry. _____
- 2 People don't shop in roadside shops anymore. _____
- 3 Food retail expanded throughout the country in the 1990s. _____
- 4 Property in the south of India was cheaper than other regions. _____
- 5 Changes in the way people live their lives are affecting the food retail industry. _____
- 6 People have less time and more money and this has changed their shopping habits. _____
- 7 Big companies are expected to make a small investment in this market in the near future. _____

3 Find words or phrases in the article with the following meanings.

- 1 encouraged by (paragraph 1) _____
- 2 unexploited (paragraph 1) _____
- 3 made larger and stronger (paragraph 2) _____
- 4 become mature (paragraph 2) _____
- 5 difficult, demanding (paragraph 2) _____
- 6 making it easier, helping along (paragraph 5) _____
- 7 lack (noun) (paragraph 6) _____
- 8 have an advantage (paragraph 6) _____
- 9 competitors (paragraph 7) _____
- 10 ready, prepared (paragraph 8) _____

4 Complete the sentences with the words and phrases from exercise 3. You may need to change the form of the verbs.

- 1 The new model will mean the company _____ their competitors in this field.
- 2 The company is _____ for its next phase of expansion, which could include takeovers and mergers.
- 3 Scientists hope that the data will _____ for a more detailed exploration of Mars.
- 4 The team have now won twice as many titles as any of their _____.
- 5 The resources in the west of the country remain largely _____ due to a lack of infrastructure.
- 6 _____ the fantastic advertising campaign and the following problems supplying stock, consumers were panic-buying the product, which resulted in a lack of stock.
- 7 After years of undeveloped potential, are business networking sites finally _____?
- 8 Climate change has led to a _____ of water in many regions.
- 9 Although demand for the new products has increased, _____ consumer optimism, analysts warn it may not last.
- 10 After a(n) _____ practice session, the team announced that they were ready for the new season.

Writing 1

Preparing presentation slides

Trends in food shopping



1 Look at the slide from a presentation about Trends in Food Shopping and match the headings to the pictures.

- a 'Demand for organic food' _____
- b 'Rise of internet retailing' _____
- c 'Demand for local produce' _____
- d 'Convenience shopping' _____

2 Look at the following sentences from a report about trends in the food retail business in India. Summarise them into bullet points for a presentation slide. Some words have been given to help you.

- a Major spending on food and increasing food consumption outside the home represent a significant opportunity for food retailers and food service companies.
 Example: Food spending and consumption increasing - opportunity for retailers and service companies.
- b Food is the largest share of consumer spending; food products account for about 50 percent of the value of private consumption. 50 percent _____ food.
- c Consumers have a growing need for convenience, with less time available for shopping.
 Less _____ - _____ needed.
- d People spend up to 60 percent of their food bill on unbranded products and this is increasing.
 Unbranded _____

 increasing.

e Organised food retail presents a unique investment opportunity for corporates looking to diversify.

Food _____ - _____
 _____ diversify.

f Food retail is set to attract foreign investment as well as local and national players.

Food _____
 _____ investment.

3 Change the bullet points you have written in exercise 2 to high-impact micro-bullet points (three words or less).

- a Food spending increasing _____
- b _____
- c _____
- d _____
- e _____
- f _____

4 Complete the gaps in the sentences to expand these bullet points, using the correct form of the verbs.

Example: Change in consumption patterns → Consumption patterns are changing.

- a Increasing numbers of working women → The numbers of working women _____.
- b Lack of logistics providers → The retail sector _____ logistics providers at present.
- c 1990s - development of larger retail stores → In the 1990s larger retail stores _____.
- d Last ten years - more hypermarkets open → In the last ten years, more hypermarkets _____.
- e Next 10 years - global players enter the market? → In the next 10 years, the global players _____ the market.

5 Think about the trends in an area of business or society that you know about or are interested in. (e.g. food retail, electronics, travel, sports). Write five slides to summarise the main points - use both standard bullet and micro-bullet points. Also think about any images you could use.