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BURBERRY

<http://www.BusinessEnglishMaterials.com/burberry.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/burberry.html>

Burberry is a classic, traditional fashion house founded by Thomas Burberry near London in 1856. The 21-year-old textiles trainee decided to start making and selling his own outdoor clothes. He invented the world-famous water-resistant fabric gabardine in 1888 and opened his first store in London's fashionable Haymarket in 1891. Burberry created clothing for early explorers to the South Pole and Mount Everest. Gabardine and the traditional Burberry tartan check pattern are now company trademarks. They form part of a multi-billion-dollar company. It has branched out into perfumes, watches, sunglasses and accessories. It had some image problems in the 1980s and 1990s when it became popular with British football hooligans. However, rebranding in top fashion magazines has returned its luxury appeal.





WARM UPS

From: <http://www.businessenglishmaterials.com/burberry.html>

1. BRAINSTORM CHAT: Write all the words you can think of about Burberry on the board or on a piece of paper. Talk about these words with your partner(s).

2. BURBERRY MORNING: Each student pretends to be an employee of Burberry. They walk around the class and talk about the company and their job.

3. RUMOURS: Each student writes down a pretend rumour about Burberry. They then walk around the class and talk to other students about their rumour.

4. GOOD AND BAD: Brainstorm good and bad things about Burberry and write them on the board. Students talk about these in pairs.

5. TRUE OR FALSE: Students find out several facts about Burberry. They write these down and add the same number of things about the company that are false. Students test each other on which of their points are true or false.

6. FACTS: In groups, students write down as many facts as they can about Burberry. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.





LISTENING / READING GAP FILL

From: <http://www.businessenglishmaterials.com/burberry.html>

Burberry is a classic, traditional fashion _____
Thomas Burberry near London in 1856. The 21-year-old
_____ to start making and selling his
own outdoor clothes. He invented the world-famous
_____ gabardine in 1888 and opened his
first store in London's fashionable Haymarket in 1891.
Burberry created clothing _____ to the
South Pole and Mount Everest. Gabardine and the
traditional Burberry _____ are now
company trademarks. They form part of a multi-billion-
dollar company. It has _____ perfumes,
watches, sunglasses and accessories. It had
_____ in the 1980s and 1990s when it
became popular with British football hooligans. However,
_____ fashion magazines has returned
its luxury appeal.





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/burberry.html>

Burberry is a aicscls, traditional fashion house founded by Thomas Burberry near London in 1856. The 21-year-old textiles retnaei decided to start making and selling his own uoorodt clothes. He invented the world-famous water-resistant bfacri gabardine in 1888 and opened his first store in London's fashionable Haymarket in 1891. Burberry created oglnhtic for early explorers to the South Pole and Mount Everest. Gabardine and the traditional Burberry tartan check pattern are now company mtaekrsadr. They form part of a multi-billion-dollar company. It has heabcdnr out into perfumes, watches, sunglasses and accessories. It had some meaig problems in the 1980s and 1990s when it became oppalru with British football hooligans. However, rebranding in top fashion magazines has returned its luxury leaapp.





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/burberry.html>

Burberry is a classic, traditional by founded house fashion
Thomas Burberry near London in 1856. The 21-year-old
textiles making start to decided trainee and selling his
own outdoor clothes. He invented the world-famous
fabric gabardine in 1888 and water - resistant opened his
first store in London's fashionable Haymarket in 1891.
Burberry the clothing early to created for explorers South
Pole and Mount Everest. Gabardine and the traditional
check tartan Burberry now are pattern company
trademarks. dollar part multi - form a billion They of -
company. It has branched out into perfumes, watches,
sunglasses and accessories. It had some image problems
in the 1980s with 1990s it popular and when became
British football hooligans. However, rebranding in top
returned luxury fashion has its appeal magazines.





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/burberry.html>

B_r_b_r_r_y _s _ cl_ss_c, tr_d_t__n_l f_sh__n
h__s_ f__nd_d by Th_m_s B_r_b_r_r_y n__r L_nd_n
n 1856. Th 21-y__r-_ld t_xt_l_s tr__n__
d_c_d_d t_ st_rt m_k_ng _nd s_ll_ng h_s _wn
__td__r cl_th_s. H_ _nv_nt_d th_ w_rld-f_m__s
w_t_r-r_s_st_nt f_br_c g_b_rd_n_ _n 1888 _nd
_p_n_d h_s f_rst st_r_ _n L_nd_n's f_sh__n bl_
H_ym_rk_t _n 1891. B_r_b_r_r_y cr__t_d cl_th_ng
f_r __rly _xpl_r_rs t_ th_ S__th P_l_ _nd M__nt
_v_r_st. G_b_rd_n_ _nd th_ tr_d_t__n_l B_r_b_r_r_y
t_rt_n ch_ck p_tt_rn _r_ n_w c_m_p_n_y
tr_d_m_rks. Th_y f_rm p_rt _f _ m_lt_-b_ll__n-
d_ll_r c_m_p_n_y. _t h_s br_nch_d __t _nt_
p_rf_m_s, w_tch_s, s_ngl_ss_s _nd _cc_ss_r__s.
_t h_d s_m_ _m_g_ pr_bl_ms _n th_ 1980s _nd
1990s wh_n _t b_c_m_ p_p_l_r w_th Br_t_sh
f__tb_ll h__l_g_ns. H_w_v_r, r_br_nd_ng _n t_p
f_sh__n m_g_z_n_s h_s r_t_rn_d _ts l_x_ry
_pp__l.





PUNCTUATE & ADD CAPITALS TO THE TEXT

From: <http://www.businessenglishmaterials.com/burberry.html>

burberry is a classic traditional fashion house founded by thomas burberry near london in 1856 the 21-year-old textiles trainee decided to start making and selling his own outdoor clothes he invented the world-famous water-resistant fabric gabardine in 1888 and opened his first store in london's fashionable haymarket in 1891 burberry created clothing for early explorers to the south pole and mount everest gabardine and the traditional burberry tartan check pattern are now company trademarks they form part of a multi-billion-dollar company it has branched out into perfumes watches sunglasses and accessories it had some image problems in the 1980s and 1990s when it became popular with british football hooligans however rebranding in top fashion magazines has returned its luxury appeal





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/burberry.html>

Burberry (be) a classic, traditional fashion house
..... (found) by Thomas Burberry near London in 1856.
The 21-year-old textiles trainee (decide) to
(start) making and selling his own outdoor clothes. He
..... (invent) the world-famous water-resistant fabric
gabardine in 1888 and (open) his first store in
London's fashionable Haymarket in 1891. Burberry
(create) clothing for early explorers to the South Pole and
Mount Everest. Gabardine and the traditional Burberry tartan
check pattern (be) now company trademarks. They
..... (form) part of a multi-billion-dollar company. It has
..... (branch) out into perfumes, watches, sunglasses and
accessories. It (have) some image problems in the
1980s and 1990s when it (become) popular with
British football hooligans. However, (rebrand) in top
fashion magazines has (return) its luxury appeal.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/burberry.html>

Burberry is a _____, traditional fashion house founded by Thomas Burberry near London in 1856. The 21-year-old textiles _____ decided to start making and selling his own outdoor clothes. He invented the world-famous water-_____ fabric gabardine in 1888 and opened his first store in London's _____ Haymarket in 1891. Burberry created clothing for _____ explorers to the South Pole and Mount Everest. Gabardine and the traditional Burberry tartan check _____ are now company trademarks. They form part of a _____-billion-dollar company. It has branched out into perfumes, watches, sunglasses and accessories. It had some _____ problems in the 1980s and 1990s when it became popular with British football hooligans. However, _____ in top fashion magazines has returned its luxury _____.

pattern
fashionable
early
rebranding
trainee
image
appeal
classic
resistant
multi





PROJECT BURBERRY

From: <http://www.businessenglishmaterials.com/burberry.html>

Part 1. Your mission is to increase the profits and sales of Burberry. Complete this table with your project partner(s):

Main products			
How to improve them			
A brand new 'killer' product			
How Burberry is better than the competition			
How to beat the competition			

Part 2. Change partners and look at their project. Suggest improvements. Ask for advice on your project:

Part 3. Make a presentation on your project. Give it to the class. Vote the best projects.





BURBERRY – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/burberry.html>

Role A – Burberry CEO

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

Role B – Burberry worker

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

Role C – Burberry customer

You are a customer of Burberry. You used to think it was great, but not now. Its workers are always very rude. No one ever answers the phone. You are shocked about its policy on the environment. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

Role D – A journalist

You keep hearing bad things about Burberry. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.





BURBERRY – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/burberry.html>

Role A – Burberry New Products Director

You have created a new product for Burberry. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to Burberry.

Role B – Burberry Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

Role C – Burberry Market Researcher

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

Role D – Burberry Shareholder

You know a lot about Burberry's new product. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new product should not go on the market.





JOB INTERVIEW ROLE PLAY

INTERVIEWER (Write the questions you want to ask the candidate.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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JOB INTERVIEW ROLE PLAY

INTERVIEWEE (Write questions you want to ask the interviewer.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





BURBERRY SURVEY

From: <http://www.businessenglishmaterials.com/burberry.html>

Write five GOOD questions about Burberry in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.





HOMWORK

- 1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
- 2. INTERNET INFO:** Search the Internet and find more information about Burberry. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Burberry. What have they done recently? What are their plans? Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
- 4. BURBERRY POSTER** Make a poster about Burberry. Make sure you sell the company to the public. Show it to your classmates in the next lesson. Give each other feedback on your posters.
- 5. MY BURBERRY LESSON:** Make your own English lesson on Burberry. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.
- 6. ONLINE SHARING:** Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on Burberry. Share your findings with the class.

