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COLGATE-PALMOLIVE

<http://www.BusinessEnglishMaterials.com/colgate-palmolive.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

The Colgate-Palmolive Company is one of the world's biggest producers of household and personal hygiene goods. The Colgate half was founded in 1806 by soap and candle maker William Colgate. The Palmolive half was a rival company founded by B.J. Johnson who made a soap from palm and olive oils. The two companies merged in 1953. Today the company generates over \$15 billion a year in revenue. Its major competitor is Proctor and Gamble. Colgate-Palmolive have a very broad mix of brands, including Ajax cleaner, Palmolive soap, Colgate toothpaste, and Fab detergent. The chairman says the company is "deeply committed to advancing technology which can address changing consumer needs throughout the world". His website message states: "Our goal is to...create products that will continue to improve the quality of life for our consumers wherever they live."





WARM UPS

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

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

2. COLGATE-PALMOLIVE MORNING: Each student pretends to be an employee of Colgate-Palmolive. They walk around the class and talk about the company and their job.

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

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

5. TRUE OR FALSE: Students find out several facts about Colgate-Palmolive. 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 Colgate-Palmolive. 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/colgate-palmolive.html>

The Colgate-Palmolive Company _____
biggest producers of household and personal hygiene
goods. The Colgate _____ in 1806 by
soap and candle maker William Colgate. The Palmolive
half was _____ founded by B.J. Johnson
who made a soap from palm and olive oils. The two
_____ 1953. Today the company
generates over \$15 billion _____. Its
major competitor is Proctor and Gamble. Colgate-
Palmolive have a _____ brands,
including Ajax cleaner, Palmolive soap, Colgate
toothpaste, and Fab detergent. The chairman says the
company is "_____ advancing technology
which can address changing consumer needs throughout
the world". His website message states: "Our goal is
to...create products that will continue
_____ quality of life for our consumers
wherever they live."





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

The Colgate-Palmolive Company is one of the world's biggest producers of household and personal nehegiy goods. The Colgate half was endfudo in 1806 by soap and candle maker William Colgate. The Palmolive half was a vlari company founded by B.J. Johnson who made a soap from palm and olive oils. The two companies emgrde in 1953. Today the company eetaersgn over \$15 billion a year in neereuv. Its major competitor is Proctor and Gamble. Colgate-Palmolive have a very broad mix of nbsdra, including Ajax cleaner, Palmolive soap, Colgate toothpaste, and Fab detergent. The chairman says the company is "deyple committed to advancing technology which can address changing rsucneom needs throughout the world". His website message states: "Our goal is to...create products that will continue to rpvoime the quality of life for our consumers wherever they live."





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

The Colgate-Palmolive Company is one of the world's producers biggest and household of personal hygiene goods. was half Colgate The in founded 1806 by soap and candle maker William Colgate. The Palmolive half was a rival company J founded . by Johnson B who made a soap from palm and olive oils. The two companies merged in 1953. company Today generates the over \$15 billion a year in revenue. Its major competitor is Procter and Gamble. - broad Palmolive mix have of a Colgate very brands, including Ajax cleaner, Palmolive soap, Colgate toothpaste, and Fab detergent. The chairman says the company is "committed technology to deeply advancing which can changing throughout consumer address needs the world". His website message states: "Our goal is to...create products that will continue to improve the quality life of live they wherever consumers our for."





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

Th_ C_lg_t_-P_lm_l_v_ C_mp_ny _s _n_ _f th_ w_rld's b_gg_st pr_d_c_rs _f h__s_h_ld _nd p_rs_n_l hyg__n_ g__ds. Th_ C_lg_t_ h_lf w_s f__nd_d _n 1806 by s__p _nd c_ndl_ m_k_r W_ll__m C_lg_t_. Th_ P_lm_l_v_ h_lf w_s _r_v_l c_mp_ny f__nd_d by B.J. J_hns_n wh_ m_d_ _s__p fr_m p_lm _nd _l_v_ __ls. Th_ tw_ c_mp_n__s m_rg_d _n 1953. T_d_y th_ c_mp_ny g_n_r_t_s _v_r \$15 b_ll__n _y__r _n r_v_n__ _ts m_j_r c_mp_t_t_r __s Pr_ct_r _nd G_mbl_. C_lg_t_-P_lm_l_v_ h_v__ _v_ry br__d m_x _f br_nds, _ncl_d_ng _j_x cl__n_r, P_lm_l_v_ s__p, C_lg_t_ t__thp_st_, _nd F_b_d_t_rg_nt. Th_ ch__rm_n s_ys th_ c_mp_ny __s "d__ply c_mm_t_t_d t_ __dv_nc_ng t_chn_l_gy wh_ch c_n _ddr_ss ch_ng_ng c_ns_m_r_n__ds thr__gh__t th_ w_rld". H_s w_bs_t_ m_ss_g_ st_t_s: "_r g__l__s t__...cr__t_ pr_d_cts th_t w_ll c_nt_n__ t_ _mpr_v_ th_ q__l_ty _f l_f_f_r __r c_ns_m_rs wh_r_v_r th_y l_v_."





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

the colgate-palmolive company is one of the world's biggest producers of household and personal hygiene goods the colgate half was founded in 1806 by soap and candle maker william colgate the palmolive half was a rival company founded by bj johnson who made a soap from palm and olive oils the two companies merged in 1953 today the company generates over \$15 billion a year in revenue its major competitor is proctor and gamble colgate-palmolive have a very broad mix of brands including ajax cleaner palmolive soap colgate toothpaste and fab detergent the chairman says the company is "deeply committed to advancing technology which can address changing consumer needs throughout the world" his website message states "our goal is to...create products that will continue to improve the quality of life for our consumers wherever they live"





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

The Colgate-Palmolive Company (be) one of the world's biggest producers of household and personal hygiene goods. The Colgate half (be) founded in 1806 by soap and candle maker William Colgate. The Palmolive half (be) a rival company founded by B.J. Johnson who (make) a soap from palm and olive oils. The two companies (merge) in 1953. Today the company (generate) over \$15 billion a year in revenue. Its major competitor (be) Proctor and Gamble. Colgate-Palmolive (have) a very broad mix of brands, including Ajax cleaner, Palmolive soap, Colgate toothpaste, and Fab detergent. The chairman (say) the company is "deeply (commit) to advancing technology which can address changing consumer needs throughout the world". His website message (state): "Our goal is to...create products that will (continue) to improve the quality of life for our consumers wherever they live."





REWRITE WITH SPACES

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

TheColgate-

PalmoliveCompanyisoneoftheworld'sbiggestproducersofhouseholdandpersonahygienegoods.TheColgatehalfwasfoundedin1806bysoapandcandlemakerWilliamColgate.ThePalmolivehalfwasarivalcompanyfoundedbyB.J.Johnsonwhomad easoapfrompalmandoliveoils.Thetwocompaniesmergedin1953.Todaythecompanygeneratesover\$15billionayearinrevenue.ItsmajorcompetitorisProctorandGamble.Colgate-

Palmolivehaveaverybroadmixofbrands,includingAjaxcleaner,Palmolivesoap,Cologatetoothpaste,andFabdetergent.Thechairmansaysthecompanyis"deeplycommittedtoadvancingtechnologywhichcanaddresschangingconsumerneedsthroughouttheworld".Hiswebsitemessagestates:"Ourgoalisto...createproductsthatwillcontinuetoimprovethequalityoflifeforallourconsumerswherevertheylive."





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

The Colgate-Palmolive Company is one of the world's biggest producers of _____ and personal _____ goods. The Colgate half was founded in 1806 by soap and candle _____ William Colgate. The Palmolive half was a _____ company founded by B.J. Johnson who made a soap from palm and olive oils. The two companies _____ in 1953. Today the company generates over \$15 billion a year in revenue. Its major _____ is Proctor and Gamble. Colgate-Palmolive have a very broad mix of brands, _____ Ajax cleaner, Palmolive soap, Colgate toothpaste, and Fab detergent. The chairman says the company is "_____ committed to advancing technology which can address changing consumer _____ throughout the world". His website message states: "Our goal is to...create products that will continue to improve the quality of _____ for our consumers wherever they live."

rival
competitor
household
deeply
hygiene
life
merged
needs
maker
including





PROJECT COLGATE-PALMOLIVE

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

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

Main products			
How to improve them			
A brand new 'killer' product			
How Colgate Palmolive 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.





COLGATE-PALMOLIVE – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

Role A – Colgate-Palmolive 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 – Colgate-Palmolive 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 – Colgate-Palmolive customer

You are a customer of Colgate-Palmolive. 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 Colgate-Palmolive. 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.





COLGATE-PALMOLIVE – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

Role A – Colgate-Palmolive New Products Director

You have created a new product for Colgate-Palmolive. 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 Colgate-Palmolive.

Role B – Colgate-Palmolive 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 – Colgate-Palmolive 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 – Colgate-Palmolive Shareholder

You know a lot about Colgate-Palmolive'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. _____





COLGATE-PALMOLIVE SURVEY

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

Write five GOOD questions about Colgate-Palmolive 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.





WRITING 1 – SPEED WRITING

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

Write anything about Colgate-Palmolive for 10 minutes. Show your partner your paper. Correct each other's work.





WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/colgate-palmolive.html>

Write a letter of apology to the customer. Explain why you cannot give a refund. Show your partner your letter. Correct each other's work.





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 Colgate-Palmolive. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Colgate-Palmolive. 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. COLGATE-PALMOLIVE POSTER** Make a poster about Colgate-Palmolive. 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 COLGATE-PALMOLIVE LESSON:** Make your own English lesson on Colgate-Palmolive. 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 Colgate Palmolive. Share your findings with the class.

