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GAP

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



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THE LISTENING / READING SCRIPT

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

The Gap, Inc. is an American clothing and accessories retail chain based in San Francisco. It was founded in 1969 by Don G. Fisher and Doris F. Fisher. Don Fisher said: "I created Gap with a simple idea: to make it easier to find a pair of jeans. We remain committed to that basic principle." The company has four brands besides Gap: Banana Republic, Old Navy, Piperlime and Athleta. The Gap brand includes GapKids, babyGap and gapbody. The company employs roughly 135,000 people in nearly 3,500 stores worldwide. The chain's annual revenue is around \$15 billion a year. It is currently the world's second largest clothing retailer. The company website outlines its philosophy: "The focus at Gap Inc. is pretty simple: customers, creativity, doing what's right, and delivering results. Together, we call it 'wearing your passion.'"





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Gap. 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 Gap. 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/gap.html>

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retail chain based in San Francisco. It was founded in
1969 by Don G. Fisher and Doris F. Fisher. Don Fisher
said: "I created Gap _____: to make it
easier to find a pair of jeans. We
_____ that basic principle." The
company has _____ Gap: Banana
Republic, Old Navy, Piperlime and Athleta. The Gap brand
includes GapKids, babyGap and gapbody. The company
employs roughly 135,000 people in nearly 3,500 stores
worldwide. The _____ is around \$15
billion a year. It is currently the world's second largest
_____. The company website outlines
its philosophy: "The focus at Gap Inc.
_____ : customers, creativity, doing
what's right, and delivering results. Together, we call it
'_____.'"





CORRECT THE SPELLING

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

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UNJUMBLE THE WORDS

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

The Gap, Inc. is clothing an and American accessories based chain retail Francisco San in. It was founded in 1969 by Don G. Fisher and Doris F. Fisher. Don Fisher said: "I created Gap make simple with it to idea: a easier to find a pair of jeans. to remain that committed We basic principle." four has company The besides brands Gap: Banana Republic, Old Navy, Piperlime and Athleta. The Gap brand includes GapKids, babyGap and gapbody. people 000 , 135 roughly employs company The in nearly 3,500 stores worldwide. revenue chain's is annual The around \$15 billion a year. It is currently the world's retailer clothing largest second. The company website outlines its philosophy: "The focus at Gap Inc. is pretty simple: customers, creativity, doing what's right, and delivering results. Together, we call it 'wearing your passion.'"





INSERT THE VOWELS

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

Th_ G_p, _nc. _s _n _m_r_c_n cl_th_ng _nd
 _cc_ss_r__s r_t__l ch__n b_s_d _n S_n
 Fr_nc_sc_. _t w_s f__nd_d _n 1969 by D_n G.
 F_sh_r _nd D_r_s F. F_sh_r. D_n F_sh_r s__d: “_
 cr__t_d G_p w_th _ s_mpl_ _d__: t_ m_k_ _t
 __s__r t_ f_nd _ p__r _f j__ns. W_ r_m__n
 c_mm_tt_d t_ th_t b_s_c pr_nc_pl_.” Th_
 c_mp_ny h_s f__r br_nds b_s_d_s G_p: B_n_n_
 R_p_bl_c, _ld N_vy, P_p_rl_m_ _nd _thl_t_. Th_
 G_p br_nd _ncl_d_s G_pK_ds, b_byG_p _nd
 g_pb_dy. Th_ c_mp_ny _mpl_ys r__ghly 135,000
 p__pl_ _n n__rly 3,500 st_r_s w_rldw_d_. Th_
 ch__n’s _nn__l r_v_n__ _s _r__nd \$15 b_ll__n _
 y__r. _t _s c_rr_ntly th_ w_rld’s s_c_nd l_rg_st
 cl_th_ng r_t__l_r. Th_ c_mp_ny w_bs_t_
 __tl_n_s _ts ph_l_s_phy: “Th_ f_c_s _t G_p _nc.
 _s pr_tty s_mpl_: c_st_m_rs, cr__t_v_ty, d__ng
 wh_t’s r_ght, _nd d_l_v_r_ng r_s_lts. T_g_th_r,
 w_ c_ll _t ‘w__r_ng y__r p_ss__n.’”





PUNCTUATE THE TEXT AND ADD CAPITALS

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

the gap inc is an american clothing and accessories retail chain based in san francisco it was founded in 1969 by don g fisher and doris f fisher don fisher said "i created gap with a simple idea to make it easier to find a pair of jeans we remain committed to that basic principle" the company has four brands besides gap banana republic old navy piperlime and athleta the gap brand includes gapkids babygap and gapbody the company employs roughly 135000 people in nearly 3500 stores worldwide the chain's annual revenue is around \$15 billion a year it is currently the world's second largest clothing retailer the company website outlines its philosophy "the focus at gap inc is pretty simple customers creativity doing what's right and delivering results together we call it 'wearing your passion'"





CHOOSE THE CORRECT TENSE

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

The Gap, Inc. (be) an American clothing and accessories retail chain (base) in San Francisco. It was founded in 1969 by Don G. Fisher and Doris F. Fisher. Don Fisher (say): "I (create) Gap with a simple idea: to (make) it easier to find a pair of jeans. We (remain) committed to that basic principle." The company (have) four brands besides Gap: Banana Republic, Old Navy, Piperlime and Athleta. The Gap brand (include) GapKids, babyGap and gapbody. The company (employ) roughly 135,000 people in nearly 3,500 stores worldwide. The chain's annual revenue (be) around \$15 billion a year. It is currently the world's second largest clothing retailer. The company website (outline) its philosophy: "The focus at Gap Inc. (be) pretty simple: customers, creativity, doing what's right, and delivering results. Together, we (call) it 'wearing your passion.'"





REWRITE WITH SPACES

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

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CHOOSE THE CORRECT WORD

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The Gap, Inc. is an American clothing and accessories retail _____ based in San Francisco. It was founded in 1969 by Don G. Fisher and Doris F. Fisher. Don Fisher said: "I _____ Gap with a simple idea: to make it easier to find a pair of jeans. We _____ committed to that basic principle." The company has four brands _____ Gap: Banana Republic, Old Navy, Piperlime and Athleta. The Gap brand _____ GapKids, babyGap and gapbody. The company employs _____ 135,000 people in nearly 3,500 stores worldwide. The chain's _____ revenue is around \$15 billion a year. It is _____ the world's second largest clothing retailer. The company website outlines its philosophy: "The focus at Gap Inc. is _____ simple: customers, creativity, doing what's right, and delivering _____." Together, we call it 'wearing your passion.'"

remain
currently
chain
includes
pretty
created
results
annual
besides
roughly





PROJECT GAP

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

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

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





GAP – ROLE PLAY 1

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

Role A – Gap 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 – Gap 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 – Gap customer

You are a customer of Gap. 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 Gap. 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.





GAP – ROLE PLAY 2

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

Role A – Gap New Products Director

You have created a new product for Gap. 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 Gap.

Role B – Gap 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 – Gap 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 – Gap Shareholder

You know a lot about Gap'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. _____





GAP SURVEY

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

Write five GOOD questions about Gap 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/gap.html>

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





WRITING 2 – LETTER OF COMPLAINT

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

Write a letter to Gap. Complain about one of its products. Ask for a refund. Show your partner your paper. Correct each other's work.





WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/gap.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.





HOMEWORK

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

