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POLO RALPH LAUREN

<http://www.BusinessEnglishMaterials.com/polo-ralph-lauren.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/polo-ralph-lauren.html>

Polo Ralph Lauren is an American clothing and lifestyle goods company. It was created by fashion designer Ralph Lauren in 1967, who started selling ties in New York. Two years later, he opened his own boutique. He slowly expanded until his first international store opened in London in 1981. He has since become a household name with iconic, semi-formal clothes that became must-have items in the 1980s. His short-sleeved shirts, sweaters and chinos are still highly popular. His brand is now worth over \$5 billion and the company employs 13,000 people. It now sells home accessories and perfumes in over 160 stores around the world. All Ralph Lauren goods carry the logo of a polo player on horseback. The website says Lauren has been responsible for “redefining American style”.





WARM UPS

From: <http://www.businessenglishmaterials.com/polo-ralph-lauren.html>

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

2. POLO RALPH LAUREN MORNING: Each student pretends to be an employee of Polo Ralph Lauren. They walk around the class and talk about the company and their job.

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

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

5. TRUE OR FALSE: Students find out several facts about Polo Ralph Lauren. 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 Polo Ralph Lauren. 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/polo-ralph-lauren.html>

Polo Ralph Lauren is an _____ goods company. It was created by fashion designer Ralph Lauren in 1967, _____ New York. Two years later, he _____. He slowly expanded until his first international store opened in London in 1981. He has _____ name with iconic, semi-formal clothes that became must-_____. His short-sleeved shirts, sweaters and chinos _____. His brand is now worth over \$5 billion and the company employs 13,000 people. It now sells home accessories and perfumes _____ the world. All Ralph Lauren goods _____ player on horseback. The website says Lauren has been responsible for "redefining American style".





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/polo-ralph-lauren.html>

Polo Ralph Lauren is an American clothing and eelyslift goods company. It was created by fashion sdinegre Ralph Lauren in 1967, who started selling ties in New York. Two years later, he opened his own oeqitbuu. He slowly expanded until his first international store opened in London in 1981. He has since become a heldsuhoo name with iconic, semi-oafmrl clothes that became must-have items in the 1980s. His short-ldeesev shirts, sweaters and chinos are still highly popular. His brand is now owtrh over \$5 billion and the company somlepy 13,000 people. It now sells home ecscorsasei and perfumes in over 160 stores around the world. All Ralph Lauren goods carry the logo of a polo player on horseback. The website says Lauren has been enroilbepss for “redefining American style”.





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/polo-ralph-lauren.html>

Polo Ralph Lauren clothing American an is lifestyle and
goods company. It was created by fashion designer Ralph
Lauren in 1967, who selling in York started ties New. Two
years later, he opened his own boutique. He slowly
international opened until first store expanded his in
London in 1981. become household He since a name has
with iconic, semi-formal clothes that became must-have
items in the 1980s. His short-sleeved shirts, sweaters
still are chinos and popular highly. His brand is now
worth over \$5 billion and the company employs 13,000
people. perfumes now home and It sells accessories in
over 160 stores around the world. All Ralph Lauren goods
on of horseback a carry polo the player logo. The website
says Lauren responsible been has redefining " for
American style".





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/polo-ralph-lauren.html>

P_l_ R_lph L__r_n _s _n _m_r_c_n cl_th_ng _nd
l_fstyl_ g__ds c_mpn_y. _t w_s cr__t_d by
f_sh__n d_s_gn_r R_lph L__r_n _n 1967, wh_
st_rt_d s_ll_ng t__s _n N_w Y_rk. Tw_ y__rs
l_t_r, h_ _p_n_d h_s _wn b__t_q__. H_ sl_wly
_xp_nd_d _nt_l h_s f_rst _nt_rn_t__n_l st_r_
_p_n_d _n L_nd_n _n 1981. H_ h_s s_nc_ b_c_m_
_ h__s_h_ld n_m_ w_th _c_n_c, s_m_-f_rm_l
cl_th_s th_t b_c_m_ m_st-h_v_ _t_ms _n th_
1980s. H_s sh_rt-sl__v_d sh_rts, sw__t_rs _nd
ch_n_s _r_ st_ll h_g_hly p_p_l_r. H_s br_nd _s
n_w w_rth _v_r \$5 b_ll__n _nd th_ c_mpn_y
_mpl_ys 13,000 p__pl_. _t n_w s_lls h_m_
_cc_ss_r__s _nd p_rf_m_s _n _v_r 160 st_r_s
_r__nd th_ w_rld. _ll R_lph L__r_n g__ds c_rry
th_ l_g_ _f _p_l_ pl_y_r _n h_rs_b_ck. Th_
w_bs_t_ s_ys L__r_n h_s b__n r_sp_ns_bl_ f_r
"r_d_f_n_ng _m_r_c_n styl_".





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/polo-ralph-lauren.html>

polo ralph lauren is an american clothing and lifestyle goods company. it was created by fashion designer ralph lauren in 1967, who started selling ties in new york. two years later, he opened his own boutique. he slowly expanded until his first international store opened in london in 1981. he has since become a household name with iconic, semi-formal clothes that became must-have items in the 1980s. his short-sleeved shirts, sweaters and chinos are still highly popular. his brand is now worth over \$5 billion and the company employs 13,000 people. it now sells home accessories and perfumes in over 160 stores around the world. all ralph lauren goods carry the logo of a polo player on horseback. the website says lauren has been responsible for "redefining american style".





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/polo-ralph-lauren.html>

Polo Ralph Lauren (be) an American clothing and lifestyle goods company. It was (create) by fashion designer Ralph Lauren in 1967, who (start) selling ties in New York. Two years later, he (open) his own boutique. He slowly (expand) until his first international store (open) in London in 1981. He has since (become) a household name with iconic, semi-formal clothes that (become) must-have items in the 1980s. His short-sleeved shirts, sweaters and chinos (be) still highly popular. His brand (be) now worth over \$5 billion and the company (employ) 13,000 people. It now (sell) home accessories and perfumes in over 160 stores around the world. All Ralph Lauren goods (carry) the logo of a polo player on horseback. The website (say) Lauren has (be) responsible for “redefining American style”.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/polo-ralph-lauren.html>

Polo Ralph Lauren is an American clothing and _____ goods company. It was created by fashion designer Ralph Lauren in 1967, who started selling ties in New York. Two years later, he opened his own _____. He slowly _____ until his first international store opened in London in 1981. He has since become a _____ name with iconic, semi-_____ clothes that became must-_____ items in the 1980s. His short-sleeved shirts, sweaters and chinos are still _____ popular. His brand is now worth over \$5 billion and the company employs 13,000 people. It now sells _____ accessories and perfumes in over 160 stores around the world. All Ralph Lauren goods _____ the logo of a polo player on horseback. The website says Lauren has been _____ for “redefining American style”.

home
have
boutique
responsible
household
highly
carry
lifestyle
expanded
formal





PROJECT POLO RALPH LAUREN

From: <http://www.businessenglishmaterials.com/polo-ralph-lauren.html>

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

Main products			
How to improve them			
A brand new 'killer' product			
How Polo Ralph Lauren 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.





POLO RALPH LAUREN – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/polo-ralph-lauren.html>

Role A – Polo Ralph Lauren 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 – Polo Ralph Lauren 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 – Polo Ralph Lauren customer

You are a customer of Polo Ralph Lauren. 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 Polo Ralph Lauren. 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.





POLO RALPH LAUREN – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/polo-ralph-lauren.html>

Role A – Polo Ralph Lauren New Products Director

You have created a new product for Polo Ralph Lauren. 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 Polo Ralph Lauren.

Role B – Polo Ralph Lauren 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 – Polo Ralph Lauren 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 – Polo Ralph Lauren Shareholder

You know a lot about Polo Ralph Lauren'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. _____





POLO RALPH LAUREN SURVEY

From: <http://www.businessenglishmaterials.com/polo-ralph-lauren.html>

Write five GOOD questions about Polo Ralph Lauren 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.





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

