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RYANAIR

<http://www.BusinessEnglishMaterials.com/r/ryanair.html>

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Text for this lesson by Margaret Ellis



THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/r/ryanair.html>

Ryanair was founded in 1985. In 1991, Michael O'Leary was tasked with increasing its profitability. He quickly implemented faster aircraft turn-around, a "no frills" approach to economy class and no business class. In 2000 the airline launched its online booking system. Passenger numbers rose and have grown by up to 25% a year since then. Ryanair carried fewer than 700,000 passengers annually in the 1980s but had 72 million customers in 2010. It also flies to over 150 destinations. Twenty percent of its revenue comes from optional extras - i.e. from sources other than air tickets. A leading consumer magazine said the airline was the "worst offender" for charging for optional extras. Ryanair argues this allows passengers who do not require these services to travel for the lowest possible price, thus giving customers the flexibility to choose what they pay for.





WARM UPS

From: <http://www.businessenglishmaterials.com/r/ryanair.html>

- 1. BRAINSTORM CHAT:** Write all the words you can think of about Ryanair on the board or on a piece of paper. Talk about these words with your partner(s).
- 2. RYANAIR MORNING:** Each student pretends to be an employee of Ryanair. They walk around the class and talk about the company and their job.
- 3. RUMOURS:** Each student writes down a pretend rumour about Ryanair. They then walk around the class and talk to other students about their rumour.
- 4. GOOD AND BAD:** Brainstorm good and bad things about Ryanair and write them on the board. Students talk about these in pairs.
- 5. TRUE OR FALSE:** Students find out several facts about Ryanair. 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 Ryanair. 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/r/ryanair.html>

Ryanair was founded in 1985. In 1991, Michael O'Leary was tasked with _____. He quickly implemented faster _____, a "no frills" approach to economy class and no business class. In 2000 the airline _____ booking system. Passenger numbers rose and have grown by up to 25% a year since then. Ryanair carried fewer than 700,000 passengers _____ but had 72 million customers in 2010. It also flies to _____. Twenty per cent of its revenue comes from optional extras - i.e. from sources _____. A leading consumer magazine said the airline was _____ for charging for optional extras. Ryanair argues this allows passengers who do not require these services to travel for the lowest possible price, thus giving customers the _____ what they pay for.





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/r/ryanair.html>

Ryanair was nodeudf in 1985. In 1991, Michael O'Leary was tedksa with increasing its profitability. He quickly implemented faster aircraft turn-around, a "no frills" approach to ymocoen class and no business class. In 2000 the airline dcahnelu its online booking system. Passenger numbers rose and have grown by up to 25% a year since then. Ryanair ieadr cr fewer than 700,000 passengers uanlalny in the 1980s but had 72 million customers in 2010. It also flies to over 150 destinations. Twenty per cent of its uneerve comes from optional extras - i.e. from sreosuc other than air tickets. A leading consumer magazine said the airline was the "worst offender" for charging for optional extras. Ryanair egsar u this allows passengers who do not require these services to travel for the lowest possible price, thus giving customers the xiyleflbiit to choose what they pay for.





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/r/ryanair.html>

Ryanair was founded in 1985. In 1991, Michael O'Leary its increasing with tasked was profitability. He quickly implemented faster aircraft turn-around, a "no frills" approach to economy class and no business class. In 2000 launched online system airline its booking the. Passenger 25 rose grown to numbers have up % and by a year since then. Ryanair carried fewer than 700,000 passengers annually in the 1980s but had 72 million customers in 2010. also to 150 It flies over destinations. Twenty per cent of its revenue comes from optional tickets air than other sources from i.e. - extras. A leading consumer magazine said the airline was the "worst offender" for charging for optional extras. Ryanair argues this these require not do who passengers allows services to travel price possible lowest the for, thus giving customers the for pay they what choose to flexibility.





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/r/ryanair.html>

Ry_n__r w_s f__nd_d _n 1985. _n 1991,
 M_ch__l 'L__ry w_s t_sk_d w_th _ncr__s_ng
 _ts pr_f_t_b_l_ty. H_ q__ckly _mpl_m_nt_d
 f_st_r __rcr_ft t_rn-_r__nd, _ "n_ fr_lls"
 _ppr__ch t_ _c_n_my cl_ss _nd n_ b_s_n_ss
 cl_ss. _n 2000 th_ __rl_n_ l__nch_d _ts _nl_n_
 b__k_ng syst_m. P_ss_ng_r n_mb_rs r_s_ _nd
 h_v_ gr_wn by _p t_ 25% _ y__r s_nc_ th_n.
 Ry_n__r c_rr__d f_w_r th_n 700,000 p_ss_ng_rs
 _nn__lly _n th_ 1980s b_t h_d 72 m_ll__n
 c_st_m_rs _n 2010. _t _ls_ fl__s t_ _v_r 150
 d_st_n_t__ns. Tw_nty p_r c_nt _f _ts r_v_n__
 c_m_s fr_m _pt__n_l _xtr_s - _.. fr_m
 s__rc_s _th_r th_n __r t_ck_ts. _ l__d_ng
 c_ns_m_r m_g_z_n_ s__d th_ __rl_n_ w_s th_
 "w_rst _ff_nd_r" f_r ch_rg_ng f_r _pt__n_l
 _xtr_s. Ry_n__r _rg__s th_s _ll_ws p_ss_ng_rs
 wh_ d_ n_t r_q__r th_s_ s_rv_c_s t_ tr_v_l
 f_r th_ l_w_st p_ss_bl_ pr_c_, th_s g_v_ng
 c_st_m_rs th_ fl_x_b_l_ty t_ ch__s_ wh_t th_y
 p_y f_r.





PUNCTUATE THE TEXT & ADD CAPITALS

From: <http://www.businessenglishmaterials.com/r/ryanair.html>

ryanair was founded in 1985 in 1991 michael oleary was tasked with increasing its profitability he quickly implemented faster aircraft turn-around a "no frills" approach to economy class and no business class in 2000 the airline launched its online booking system passenger numbers rose and have grown by up to 25% a year since then ryanair carried fewer than 700000 passengers annually in the 1980s but had 72 million customers in 2010 it also flies to over 150 destinations twenty per cent of its revenue comes from optional extras - ie from sources other than air tickets a leading consumer magazine said the airline was the "worst offender" for charging for optional extras ryanair argues this allows passengers who do not require these services to travel for the lowest possible price thus giving customers the flexibility to choose what they pay for





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/r/ryanair.html>

Ryanair (be) founded in 1985. In 1991, Michael O'Leary was (task) with increasing its profitability. He quickly (implement) faster aircraft turn-around, a "no frills" approach to economy class and no business class. In 2000 the airline (launch) its online booking system. Passenger numbers (rise) and have (grow) by up to 25% a year since then. Ryanair (carry) fewer than 700,000 passengers annually in the 1980s but (have) 72 million customers in 2010. It also flies to over 150 destinations. Twenty per cent of its revenue (come) from optional extras - i.e. from sources other than air tickets. A leading consumer magazine (say) the airline was the "worst offender" for charging for optional extras. Ryanair (argue) this allows passengers who do not (require) these services to (travel) for the lowest possible price, thus giving customers the flexibility to (choose) what they pay for.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/r/ryanair.html>

Ryanair was _____ in 1985. In 1991, Michael O'Leary was tasked with increasing its _____. He quickly implemented faster aircraft turn-around, a " _____ " approach to economy class and no business class. In 2000 the airline _____ its online booking system. Passenger numbers rose and have grown by up to 25% a year since then. Ryanair carried fewer than 700,000 _____ annually in the 1980s but had 72 million customers in 2010. It also flies to over 150 _____. Twenty per cent of its revenue comes from optional extras - i.e. from _____ other than air tickets. A leading consumer magazine said the airline was the "worst _____ " for charging for _____ extras. Ryanair argues this allows passengers who do not require these services to travel for the lowest possible price, thus giving customers the _____ to choose what they pay for.

sources
launched
profitability
optional
destinations
founded
flexibility
no frills
offender
passengers





PROJECT RYANAIR

From: <http://www.businessenglishmaterials.com/r/ryanair.html>

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

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





RYANAIR – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/r/ryanair.html>

Role A – Ryanair 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 – Ryanair 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 – Ryanair customer

You are a customer of Ryanair. 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 Ryanair. 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.





RYANAIR – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/r/ryanair.html>

Role A – Ryanair New Products Director

You have created a new product for Ryanair. 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 Ryanair.

Role B – Ryanair 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 – Ryanair 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 – Ryanair Shareholder

You know a lot about Ryanair'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. _____





RYANAIR SURVEY

From: <http://www.businessenglishmaterials.com/r/ryanair.html>

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

