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SUBWAY

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



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THE LISTENING / READING SCRIPT

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

Subway is the world's most successful sandwich restaurant franchise. It was started in 1965 by Fred DeLuca who wanted to make extra cash selling sandwiches to finance his dream of becoming a doctor. They started franchising the Subway name and the company achieved quite remarkable growth. Today, it has almost 35,000 restaurants in 92 countries. It is the world's second-largest restaurant chain. The principles of DeLuca in 1965 are the same today and a reason for its continued success. DeLuca believed in the "importance of serving a well-made, high quality product, providing excellent customer service, keeping operating costs low and finding great locations". Several design and operating features are common to most stores – one is a map of the New York Subway, and another is employees called "Subway Sandwich Artists".





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Subway. 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 Subway. 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/subway.html>

Subway is the _____ sandwich restaurant franchise. It was started in 1965 by Fred DeLuca who _____ cash selling sandwiches to finance _____ a doctor. They started franchising the Subway name and the company achieved _____. Today, it has almost 35,000 restaurants in 92 countries. It is the world's second-largest restaurant chain. The principles of DeLuca in 1965 are the same today and a reason _____. DeLuca believed in the "importance of serving a well-made, high quality product, _____ service, keeping operating costs low and _____". Several design and operating features are _____ – one is a map of the New York Subway, and another is employees called "Subway Sandwich Artists".





CORRECT THE SPELLING

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

Subway is the world's most successful sandwich restaurant nrfiacesh. It was started in 1965 by Fred DeLuca who wanted to make extra cash selling sandwiches to ainnecf his dream of becoming a doctor. They started franchising the Subway name and the company civeaedh quite remarkable owtgrh. Today, it has almost 35,000 restaurants in 92 countries. It is the world's second-largest restaurant chain. The rclniipspe of DeLuca in 1965 are the same today and a oasrne for its continued ccuesss. DeLuca believed in the "importance of serving a well-made, high quality product, providing eleectnxl customer service, keeping operating costs low and finding great loiaocsnt". Several design and operating features are mnomoc to most stores – one is a map of the New York Subway, and another is employees called "Subway Sandwich Artists".





UNJUMBLE THE WORDS

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

Subway most world's the is sandwich successful
restaurant franchise. It was started in 1965 by Fred
DeLuca make cash who to extra selling wanted
sandwiches a becoming of dream his finance to doctor.
They started franchising the Subway name and the
company remarkable achieved growth quite. Today, it
has almost 35,000 restaurants in 92 countries. It is the
world's second-largest restaurant chain. The principles of
DeLuca are a the reason same in today 1965 and for its
continued success. importance of DeLuca believed in "the
quality - product made serving , a high well, providing
excellent customer service, keeping operating costs low
and finding great locations". Several design and
operating to features most are stores common – one is a
map of the New York Subway, and another is employees
called "Subway Sandwich Artists".





INSERT THE VOWELS

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

S_bw_y _s th_ w_rld's m_st s_cc_ssf_l s_ndw_ch
r_st__r_nt fr_nch_s_. _t w_s st_rt_d _n 1965 by
Fr_d D_L_c_ wh_ w_nt_d t_ m_k_ _xtr_ c_sh
s_ll_ng s_ndw_ch_s t_ f_n_nc_ h_s dr__m _f
b_c_m_ng _d_ct_r. Th_y st_rt_d fr_nch_s_ng th_
S_bw_y n_m_ _nd th_ c_mp_ny _ch__v_d q__t_
r_m_rk_bl_ gr_wth. T_d_y, _t h_s _lm_st 35,000
r_st__r_nts _n 92 c__ntr__s. _t _s th_ w_rld's
s_c_nd-l_rg_st r_st__r_nt ch__n. Th_ pr_nc_pl_s
_f D_L_c_ _n 1965 _r_ th_ s_m_ t_d_y _nd _
r__s_n f_r _ts c_nt_n__d s_cc_ss. D_L_c_
b_l__v_d _n th_ "_mp_rt_nc_ _f s_rv_ng _w_ll-
m_d_, h_gh q__l_ty pr_d_ct, pr_v_d_ng _xc_ll_nt
c_st_m_r s_rv_c_, k__p_ng _p_r_t_ng c_sts l_w
_nd f_nd_ng gr__t l_c_t__ns". S_v_r_l d_s_gn
_nd _p_r_t_ng f__t_r_s _r_ c_mm_n t_ m_st
st_r_s - _n_ _s _m_p _f th_ N_w Y_rk S_bw_y,
_nd _n_th_r _s _mpl_y__s c_ll_d "S_bw_y
S_ndw_ch _rt_sts".





PUNCTUATE THE TEXT AND ADD CAPITALS

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

subway is the world's most successful sandwich restaurant franchise it was started in 1965 by fred deluca who wanted to make extra cash selling sandwiches to finance his dream of becoming a doctor they started franchising the subway name and the company achieved quite remarkable growth today it has almost 35000 restaurants in 92 countries it is the world's second-largest restaurant chain the principles of deluca in 1965 are the same today and a reason for its continued success deluca believed in the "importance of serving a well-made high quality product providing excellent customer service keeping operating costs low and finding great locations" several design and operating features are common to most stores – one is a map of the new york subway and another is employees called "subway sandwich artists"





CHOOSE THE CORRECT TENSE

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

Subway (be) the world's most successful sandwich restaurant franchise. It was (start) in 1965 by Fred DeLuca who (want) to make extra cash selling sandwiches to (finance) his dream of becoming a doctor. They (start) franchising the Subway name and the company (achieve) quite remarkable growth. Today, it (have) almost 35,000 restaurants in 92 countries. It (be) the world's second-largest restaurant chain. The principles of DeLuca in 1965 (be) the same today and a reason for its continued success. DeLuca (believe) in the "importance of serving a well-made, high quality product, (provide) excellent customer service, (keep) operating costs low and (find) great locations". Several design and operating features (be) common to most stores – one (be) a map of the New York Subway, and another (be) employees called "Subway Sandwich Artists".





CHOOSE THE CORRECT WORD

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

Subway is the world's most successful sandwich restaurant _____. It was started in 1965 by Fred DeLuca who wanted to make extra cash selling sandwiches to _____ his dream of becoming a doctor. They started franchising the Subway name and the company _____ quite remarkable growth. Today, it has almost 35,000 restaurants in 92 countries. It is the world's second-largest restaurant _____. The principles of DeLuca in 1965 are the same today and a reason for its _____ success. DeLuca believed in the "importance of _____ a well-made, high quality product, providing excellent customer service, keeping _____ costs low and finding great locations". Several _____ and operating features are _____ to most stores – one is a map of the New York Subway, and another is _____ called "Subway Sandwich Artists".

- finance*
- continued*
- common*
- operating*
- achieved*
- employees*
- chain*
- franchise*
- design*
- serving*





PROJECT SUBWAY

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

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

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





SUBWAY – ROLE PLAY 1

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

Role A – Subway 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 – Subway 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 – Subway customer

You are a customer of Subway. 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 Subway. 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.





SUBWAY – ROLE PLAY 2

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

Role A – Subway New Products Director

You have created a new product for Subway. 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 Subway.

Role B – Subway 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 – Subway 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 – Subway Shareholder

You know a lot about Subway'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. _____





SUBWAY SURVEY

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

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

