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TOYS R US

<http://www.BusinessEnglishMaterials.com/toys-r-us.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/toys-r-us.html>

"Toys"R"Us, Inc. is the world's leading dedicated toy and juvenile products retailer, offering a differentiated shopping experience through its family of brands. It currently sells merchandise in more than 1,560 stores, including 848 Toys"R"Us® and Babies"R"Us® stores in the United States, and more than 510 international stores and 200 licensed stores in 33 countries and jurisdictions. In addition, it exclusively operates the...FAO Schwarz® brand and sells...toys in the brand's flagship store on Fifth Avenue in New York City. Headquartered in Wayne, NJ, Toys"R"Us, Inc. employs approximately 70,000 employees worldwide. The company is committed to serving its communities as a caring and reputable neighbor through programs dedicated to keeping kids safe and helping them in times of need." <http://www.toysrusinc.com/about-us/>





WARM UPS

From: <http://www.businessenglishmaterials.com/toys-r-us.html>

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

"Toys"R"Us, Inc. is the world's _____
juvenile products retailer, _____
shopping experience through its family of brands. It
currently _____ more than 1,560
stores, including 848 Toys"R"Us® and Babies"R"Us®
stores in the United States, and more than 510
international stores and 200 _____
33 countries and jurisdictions. In addition, it exclusively
operates the...FAO Schwarz® brand and sells...toys in the
_____ on Fifth Avenue in New York
City. Headquartered in Wayne, NJ, Toys"R"Us, Inc.
_____ 70,000 employees worldwide.
The company is committed to serving its communities as
a caring _____ through programs
_____ kids safe and helping them in
times of need." <http://www.toysrusinc.com/about-us/>





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/toys-r-us.html>

"Toys"R"Us, Inc. is the world's nagdile dedicated toy and juvenile products retailer, fgeiornf a differentiated shopping experience through its family of brands. It nyutclerr sells merchandise in more than 1,560 stores, guniindcl 848 Toys"R"Us® and Babies"R"Us® stores in the United States, and more than 510 international stores and 200 lesencid stores in 33 countries and jurisdictions. In todnidai, it exclusively orseptae the...FAO Schwarz® brand and sells...toys in the brand's ihlfgaps store on Fifth Avenue in New York City. Headquartered in Wayne, NJ, Toys"R"Us, Inc. employs approximately 70,000 employees worldwide. The company is committed to ngseirv its communities as a caring and reputable neighbor through programs ceaddidet to keeping kids safe and helping them in times of need." <http://www.toysrusinc.com/about-us/>





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/toys-r-us.html>

"Toys"R"Us, Inc. the toy world's and leading is dedicated juvenile products retailer, offering a differentiated experience through its family of brands shopping. It currently than more in merchandise sells 1,560 stores, including 848 Toys"R"Us® and Babies"R"Us® stores in the United States, and more than 510 international licensed stores stores and in 200 33 countries and jurisdictions. In addition, it exclusively operates the...FAO Schwarz® brand and sells...toys in the brand's New store Fifth in flagship on Avenue York City. Headquartered in Wayne, NJ, Toys"R"Us, Inc. employs 000 worldwide 70 employees approximately ,. The company its as committed serving communities is to a caring and reputable neighbor through programs dedicated safe to and keeping helping kids them in times of need." <http://www.toysrusinc.com/about-us/>





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/toys-r-us.html>

"T_ys"R"_s, _nc. _s th_ w_rld's l__d_ng
 d_d_c_t_d t_y _nd j_v_n_l_ pr_d_cts r_t__l_r,
 _ff_r_ng _ d_ff_r_nt__t_d sh_pp_ng _xp_r__nc_
 thr__gh _ts f_m_ly _f br_nds. _t c_rr_ntly s_lls
 m_rch_nd_s_ _n m_r_ th_n 1,560 st_r_s,
 _ncl_d_ng 848 T_ys"R"_s® _nd B_b__s"R"_s®
 st_r_s _n th_ _n_t_d St_t_s, _nd m_r_ th_n 510
 _nt_rn_t__n_l st_r_s _nd 200 l_c_ns_d st_r_s _n
 33 c__ntr__s _nd j_r_sd_ct__ns. _n _dd_t__n,
 _t _xcl_s_v_ly _p_r_t_s th_...F__ Schw_rz® br_nd
 _nd s_lls...t_ys _n th_ br_nd's fl_gsh_p st_r_ _n
 F_fth _v_n__ _n N_w Y_rk C_ty. H__dq__rt_r_d
 _n W_yn_, NJ, T_ys"R"_s, _nc. _mpl_ys
 _ppr_x_m_t_ly 70,000 _mpl_y__s w_rldw_d_. Th_
 c_mp_ny _s c_mm_tt_d t_ s_rv_ng _ts
 c_mm_n_t__s _s _ c_r_ng _nd r_p_t_bl_
 n__ghb_r thr__gh pr_gr_ms d_d_c_t_d t_
 k__p_ng k_ds s_f__nd h_lp_ng th_m _n t_m_s _f
 n__d." http://www.t_ysr_s_nc.c_m/_b__t-_s/





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/toys-r-us.html>

“toys”r”us inc is the world’s leading dedicated toy and juvenile products retailer offering a differentiated shopping experience through its family of brands it currently sells merchandise in more than 1560 stores including 848 toys”r”us® and babies”r”us® stores in the united states and more than 510 international stores and 200 licensed stores in 33 countries and jurisdictions in addition it exclusively operates the...fao schwarz® brand and sells...toys in the brand’s flagship store on fifth avenue in new york city headquartered in wayne nj toys”r”us inc employs approximately 70000 employees worldwide the company is committed to serving its communities as a caring and reputable neighbor through programs dedicated to keeping kids safe and helping them in times of need” <http://www.toysrusinc.com/about-us/>





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/toys-r-us.html>

"Toys"R"Us, Inc. (be) the world's leading dedicated toy and juvenile products retailer, (offer) a differentiated shopping experience through its family of brands. It currently (sell) merchandise in more than 1,560 stores, (include) 848 Toys"R"Us® and Babies"R"Us® stores in the United States, and more than 510 international stores and 200 licensed stores in 33 countries and jurisdictions. In addition, it exclusively (operate) the...FAO Schwarz® brand and (sell)...toys in the brand's flagship store on Fifth Avenue in New York City. Headquartered in Wayne, NJ, Toys"R"Us, Inc. (employ) approximately 70,000 employees worldwide. The company (be) committed to (serve) its communities as a caring and reputable neighbor through programs (dedicate) to keeping kids safe and (help) them in times of need."

<http://www.toysrusinc.com/about-us/>





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/toys-r-us.html>

“Toys”R”Us, Inc. is the world’s leading _____ toy and juvenile products retailer, offering a differentiated shopping experience through its _____ of brands. It currently sells _____ in more than 1,560 stores, including 848 Toys”R”Us® and Babies”R”Us® stores in the United States, and more than 510 international stores and 200 licensed stores in 33 countries and jurisdictions. In _____, it exclusively _____ the...FAO Schwarz® brand and sells...toys in the brand’s _____ store on Fifth Avenue in New York City. Headquartered in Wayne, NJ, Toys”R”Us, Inc. _____ approximately 70,000 employees worldwide. The company is committed to _____ its communities as a caring and _____ neighbor through programs dedicated to keeping kids safe and helping them in times of _____.”

- operates*
- servicing*
- dedicated*
- merchandise*
- employs*
- family*
- need*
- flagship*
- reputable*
- addition*

<http://www.toysrusinc.com/about-us/>





PROJECT TOYS R US

From: <http://www.businessenglishmaterials.com/toys-r-us.html>

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

Main products			
How to improve them			
A brand new 'killer' product			
How Toys R Us 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.





TOYS R US – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/toys-r-us.html>

Role A – Toys R Us 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 – Toys R Us 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 – Toys R Us customer

You are a customer of Toys R Us. 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 Toys R Us. 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.





TOYS R US – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/toys-r-us.html>

Role A – Toys R Us New Products Director

You have created a new product for Toys R Us. 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 Toys R Us.

Role B – Toys R Us 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 – Toys R Us 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 – Toys R Us Shareholder

You know a lot about Toys R Us'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. _____





TOYS R US SURVEY

From: <http://www.businessenglishmaterials.com/toys-r-us.html>

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

