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## **AVON**

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



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## THE LISTENING / READING SCRIPT

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

Avon is the world's largest cosmetics and perfume company. It's also one of the oldest. It was founded in New York in 1886 by a door-to-door book salesman David H. McConnell who gave away perfume to encourage sales. The perfume became more popular than the books so he established the California Perfume Company. Since then it has become a multinational corporation, employing over 40,000 people in 140-plus countries across the globe, and has annual sales in excess of \$10 billion. The company uses a mix of sales strategies, relying on door-to-door selling, catalogues and retail stores. Traditionally, the trademark 'Avon lady' would come to customers' doors. The company is expanding quickly into China and Russia and has also targeted the market for male cosmetics.





## WARM UPS

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

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

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

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

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

**5. TRUE OR FALSE:** Students find out several facts about Avon. 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 Avon. 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/avon.html>

Avon is the world's largest cosmetics and perfume company. It's \_\_\_\_\_. It was founded in New York in 1886 \_\_\_\_\_ book salesman David H. McConnell who gave away perfume to encourage sales. The perfume \_\_\_\_\_ the books so he established the California Perfume Company. Since \_\_\_\_\_ a multinational corporation, employing over 40,000 people in 140-plus countries across the globe, \_\_\_\_\_ in excess of \$10 billion. The company \_\_\_\_\_ strategies, relying on door-to-door selling, catalogues and retail stores. Traditionally, the trademark 'Avon lady' \_\_\_\_\_ customers' doors. The company is expanding quickly into China and Russia and \_\_\_\_\_ the market for male cosmetics.





## CORRECT THE SPELLING

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

Avon is the world's largest cosmetics and pfrumee company. It's also one of the oldest. It was ofdeund in New York in 1886 by a door-to-door book salesman David H. McConnell who gave away perfume to eeaugronc sales. The perfume became more popular than the books so he stieablhdes the California Perfume Company. Since then it has become a multinational corporation, epyigmnl over 40,000 people in 140-plus countries across the globe, and has annalu sales in csseex of \$10 billion. The company uses a mix of sales strategies, yelingr on door-to-door selling, catalogues and retail stores. Traditionally, the trademark 'Avon lady' would come to customers' doors. The company is nxepigdna quickly into China and Russia and has also tedtrgae the market for male cosmetics.





## UNJUMBLE THE WORDS

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

Avon largest world's the is and cosmetics perfume company. It's also one of the oldest. It was founded in New York in 1886 door door book - salesman to by - a David H. McConnell who gave away perfume to encourage sales. perfume The than popular more became the books so he established the California Perfume Company. multinational then has a Since it become corporation, employing over 40,000 people in 140-plus globe and countries the , has across annual sales in excess of \$10 billion. The company uses a mix of sales door on relying , strategies selling door - to -, catalogues and retail stores. Traditionally, the trademark 'Avon lady' come doors to would customers'. The company is expanding quickly into China and Russia and has also cosmetics male for market the targeted.





## INSERT THE VOWELS

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

\_v\_n \_s th\_ w\_rld's l\_rg\_st c\_sm\_t\_cs \_nd  
 p\_rf\_m\_ c\_mp\_ny. \_t's \_ls\_ \_n\_ \_f th\_ \_ld\_st. \_t  
 w\_s f\_\_nd\_d \_n N\_w Y\_rk \_n 1886 by \_d\_\_r-t\_-  
 d\_\_r b\_\_k s\_l\_sm\_n D\_v\_d H. McC\_nn\_ll wh\_  
 g\_v\_ \_w\_y p\_rf\_m\_ t\_ \_nc\_\_r\_g\_ s\_l\_s. Th\_  
 p\_rf\_m\_ b\_c\_m\_ m\_r\_ p\_p\_l\_r th\_n th\_ b\_\_ks s\_  
 h\_ \_st\_bl\_sh\_d th\_ C\_l\_f\_rn\_\_ P\_rf\_m\_  
 C\_mp\_ny. S\_nc\_ th\_n \_t h\_s b\_c\_m\_ \_  
 m\_lt\_n\_t\_\_n\_l c\_rp\_r\_t\_\_n, \_mpl\_y\_ng \_v\_r  
 40,000 p\_\_pl\_ \_n 140-pl\_s c\_\_ntr\_\_s \_cr\_ss th\_  
 gl\_b\_, \_nd h\_s \_nn\_\_l s\_l\_s \_n \_xc\_ss \_f \$10  
 b\_ll\_\_n. Th\_ c\_mp\_ny \_s\_s \_m\_x \_f s\_l\_s  
 str\_t\_g\_\_s, r\_ly\_ng \_n d\_\_r-t\_-d\_\_r s\_ll\_ng,  
 c\_t\_l\_g\_\_s \_nd r\_t\_\_l st\_r\_s. Tr\_d\_t\_\_n\_lly, th\_  
 tr\_d\_m\_rk `v\_n l\_dy' w\_\_ld c\_m\_ t\_ c\_st\_m\_rs'  
 d\_\_rs. Th\_ c\_mp\_ny \_s \_xp\_nd\_ng q\_\_ckly \_nt\_  
 Ch\_n\_ \_nd R\_ss\_\_ \_nd h\_s \_ls\_ t\_rg\_t\_d th\_  
 m\_rk\_t f\_r m\_l\_ c\_sm\_t\_cs.





## PUNCTUATE THE TEXT AND ADD CAPITALS

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

avon is the world's largest cosmetics and perfume company it's also one of the oldest it was founded in new york in 1886 by a door-to-door book salesman david h mcconnell who gave away perfume to encourage sales the perfume became more popular than the books so he established the california perfume company since then it has become a multinational corporation employing over 40000 people in 140-plus countries across the globe and has annual sales in excess of \$10 billion the company uses a mix of sales strategies relying on door-to-door selling catalogues and retail stores traditionally the trademark 'avon lady' would come to customers' doors the company is expanding quickly into china and russia and has also targeted the market for male cosmetics





## CHOOSE THE CORRECT TENSE

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

Avon ..... (be) the world's largest cosmetics and perfume company. It's also one of the oldest. It was ..... (found) in New York in 1886 by a door-to-door book salesman David H. McConnell who ..... (give) away perfume to ..... (encourage) sales. The perfume ..... (become) more popular than the books so he ..... (establish) the California Perfume Company. Since then it has ..... (become) a multinational corporation, employing over 40,000 people in 140-plus countries across the globe, and ..... (have) annual sales in excess of \$10 billion. The company ..... (use) a mix of sales strategies, relying on door-to-door selling, catalogues and retail stores. Traditionally, the trademark 'Avon lady' ..... (will) come to customers' doors. The company is ..... (expand) quickly into China and Russia and has also ..... (target) the market for male cosmetics.







## CHOOSE THE CORRECT WORD

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

Avon is the world's largest cosmetics and \_\_\_\_\_ company. It's also one of the oldest. It was \_\_\_\_\_ in New York in 1886 by a door-to-door book salesman David H. McConnell who gave away perfume to \_\_\_\_\_ sales. The perfume became more \_\_\_\_\_ than the books so he established the California Perfume Company. Since then it has become a multinational corporation, \_\_\_\_\_ over 40,000 people in 140-plus countries across the globe, and has annual sales in \_\_\_\_\_ of \$10 billion. The company uses a \_\_\_\_\_ of sales strategies, relying on door-to-door selling, catalogues and \_\_\_\_\_ stores. Traditionally, the trademark 'Avon lady' would come to customers' doors. The company is \_\_\_\_\_ quickly into China and Russia and has also \_\_\_\_\_ the market for male cosmetics.

excess  
founded  
retail  
popular  
perfume  
targeted  
mix  
expanding  
employing  
encourage





# PROJECT AVON

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

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

|  |  |  |  |
|--|--|--|--|
| <b>Main products</b>                           |  |  |  |
| <b>How to improve them</b>                     |  |  |  |
| <b>A brand new 'killer' product</b>            |  |  |  |
| <b>How Avon is better than the competition</b> |  |  |  |
| <b>How to beat the competition</b>             |  |  |  |

**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.





# AVON – ROLE PLAY 1

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

## **Role A – Avon 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 – Avon 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 – Avon customer**

You are a customer of Avon. 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 Avon. 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.





## AVON – ROLE PLAY 2

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

### **Role A – Avon New Products Director**

You have created a new product for Avon. 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 Avon.

### **Role B – Avon 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 – Avon 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 – Avon Shareholder**

You know a lot about Avon'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. \_\_\_\_\_





# AVON SURVEY

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

Write five GOOD questions about Avon 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<br>_____ | STUDENT 2<br>_____ | STUDENT 3<br>_____ |
|------|--------------------|--------------------|--------------------|
| 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 Avon. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Avon. 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. AVON POSTER** Make a poster about Avon. 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 AVON LESSON:** Make your own English lesson on Avon. 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 Avon. Share your findings with the class.

