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PUMA

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



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THE LISTENING / READING SCRIPT

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

Puma is a German manufacturer of sports shoes, and lifestyle and other sportswear. It was founded in 1924 by brothers Rudolf and Adolf Dassler. They became famous at the 1936 Olympic Games in Munich. Adolf persuaded U.S. sprinter Jesse Owens to wear the athletics spikes he designed. Owens won four gold medals and the Dasslers' shoes became famous among the world's sportsmen. Many top athletes have preferred Puma shoes, from footballers Pele and Maradona to the sprinter Usain Bolt and most Formula One drivers. Puma employs around 9,500 staff and generates around \$3 billion in annual revenues. Its products are sold in nearly one hundred countries. Its website says: "Puma has the long-term mission of becoming the most desirable and sustainable sports lifestyle company."





WARM UPS

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

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

Puma is a German _____, and lifestyle _____. It was founded in 1924 by brothers Rudolf and Adolf Dassler. They became famous at the 1936 _____. Adolf persuaded U.S. sprinter Jesse Owens to wear the _____. Owens won four gold medals and the Dasslers' shoes became famous among the world's sportsmen. Many top _____ Puma shoes, from footballers Pele and Maradona to the sprinter Usain Bolt and most Formula One drivers. Puma employs around 9,500 _____ \$3 billion in annual revenues. Its products _____ hundred countries. Its website says: "Puma has the long-term mission of becoming the most _____ sports lifestyle company."





CORRECT THE SPELLING

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

Puma is a German manufacturer of sports shoes, and itelsyefl and other sportswear. It was founded in 1924 by brothers Rudolf and Adolf Dassler. They became famous at the 1936 Olympic Games in Munich. Adolf duerseapd U.S. sprinter Jesse Owens to wear the ttesilahc spikes he designed. Owens won four gold saldme and the Dasslers' shoes became famous among the world's sportsmen. Many top athletes have rdfeperre Puma shoes, from footballers Pele and Maradona to the rtpinrse Usain Bolt and most Formula One dvsrrie. Puma employs around 9,500 staff and generates around \$3 billion in annual neesvuer. Its products are sold in nearly one hundred countries. Its website says: "Puma has the long-term ssnmioi of becoming the most ebldsaiar and sustainable sports lifestyle company."





UNJUMBLE THE WORDS

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

Puma sports is German of shoes a manufacturer, and
lifestyle and other sportswear. It was founded in 1924 by
brothers Rudolf and Adolf Dassler. They became famous
at the 1936 Olympic Games in Munich. Adolf persuaded
U.S. sprinter Jesse spikes Owens wear athletics he to the
designed. won gold and Owens four medals the Dasslers'
became shoes world's the among famous sportsmen.
Many athletes top shoes Puma preferred have, from
footballers Pele and Maradona to the sprinter Usain Bolt
and most Formula One drivers. Puma employs around
9,500 around generates and staff in billion 3 \$ annual
revenues. products Its hundred one nearly in sold are
countries. Its website says: "Puma has the long-term
mission of becoming sustainable and desirable most the
sports lifestyle company."





INSERT THE VOWELS

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

P_m_ _s_ _ G_rm_n m_n_f_ct_r_r_ f sp_rts sh__s,
 _nd l_fstyl_ _nd _th_r sp_rtsw__r. _t w_s
 f__nd_d_ _n 1924 by br_th_rs R_d_lf _nd _d_lf
 D_ssl_r. Th_y b_c_m_ f_m__s _t th_ 1936
 _lymp_c G_m_s _n M_n_ch. _d_lf p_rs__d_d_ .S.
 spr_nt_r J_ss_ _w_ns t_ w__r th_ _thl_t_cs
 sp_k_s h_ d_s_gn_d. _w_ns w_n f__r g_ld m_d_ls
 nd th D_ssl_rs' sh__s b_c_m_ f_m__s _m_ng
 th_ w_rld's sp_rtsm_n. M_ny t_p_ _thl_t_s h_v_
 pr_f_rr_d P_m_ sh__s, fr_m f__tb_ll_rs P_l_ _nd
 M_r_d_n_ t_ th_ spr_nt_r _s__n B_lt_ _nd m_st
 F_rm_l_ _n_ dr_v_rs. P_m_ _mpl_ys _r__nd
 9,500 st_ff _nd g_n_r_t_s _r__nd \$3 b_ll__n _n
 _nn__l r_v_n__s. _ts pr_d_cts _r_s_ld _n n__rly
 n h_ndr_d c__ntr__s. _ts w_bs_t_s_ys: "P_m_
 h_s th_ l_ng-t_rm m_ss__n _f b_c_m_ng th_
 m_st d_s_r_bl_ _nd s_st__n_bl_ sp_rts l_fstyl_
 c_mp_ny."





PUNCTUATE THE TEXT AND ADD CAPITALS

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

puma is a german manufacturer of sports shoes and lifestyle and other sportswear it was founded in 1924 by brothers rudolf and adolf dassler they became famous at the 1936 olympic games in munich adolf persuaded us sprinter jesse owens to wear the athletics spikes he designed owens won four gold medals and the dasslers' shoes became famous among the world's sportsmen many top athletes have preferred puma shoes from footballers pele and maradona to the sprinter usain bolt and most formula one drivers puma employs around 9500 staff and generates around \$3 billion in annual revenues its products are sold in nearly one hundred countries its website says "puma has the long-term mission of becoming the most desirable and sustainable sports lifestyle company"





CHOOSE THE CORRECT TENSE

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

Puma (be) a German manufacturer of sports shoes, and lifestyle and other sportswear. It was (found) in 1924 by brothers Rudolf and Adolf Dassler. They (become) famous at the 1936 Olympic Games in Munich. Adolf (persuade) U.S. sprinter Jesse Owens to (wear) the athletics spikes he (design). Owens (win) four gold medals and the Dasslers' shoes (become) famous among the world's sportsmen. Many top athletes have (prefer) Puma shoes, from footballers Pele and Maradona to the sprinter Usain Bolt and most Formula One drivers. Puma (employ) around 9,500 staff and (generate) around \$3 billion in annual revenues. Its products are (sell) in nearly one hundred countries. Its website (say): "Puma has the long-term mission of (become) the most desirable and sustainable sports lifestyle company."





CHOOSE THE CORRECT WORD

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

Puma is a German manufacturer of sports shoes, and _____ and other sportswear. It was founded in 1924 by brothers Rudolf and Adolf Dassler. They became famous at the 1936 Olympic Games in Munich. Adolf _____ U.S. sprinter Jesse Owens to wear the athletics spikes he _____. Owens won four gold medals and the Dasslers' shoes became famous _____ the world's sportsmen. Many top athletes have _____ Puma shoes, from footballers Pele and Maradona to the sprinter Usain Bolt and most Formula One _____. Puma employs around 9,500 staff and _____ around \$3 billion in _____ revenues. Its products are sold in nearly one hundred countries. Its website says: "Puma has the long-term _____ of becoming the most _____ and sustainable sports lifestyle company."

preferred
mission
persuaded
desirable
lifestyle
generates
designed
among
annual
drivers





PROJECT PUMA

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

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

| | | | |
|------------------------------------------------|--|--|--|
| Main products | | | |
| How to improve them | | | |
| A brand new 'killer' product | | | |
| How Puma 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.





PUMA – ROLE PLAY 1

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

Role A – Puma 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 – Puma 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 – Puma customer

You are a customer of Puma. 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 Puma. 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.





PUMA – ROLE PLAY 2

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

Role A – Puma New Products Director

You have created a new product for Puma. 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 Puma.

Role B – Puma 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 – Puma 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 – Puma Shareholder

You know a lot about Puma'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. _____





PUMA SURVEY

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

