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ZARA

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



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THE LISTENING / READING SCRIPT

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

Zara is a global brand of clothing owned by the Inditex Group. It was established in 1975 by Spanish fashion designer and tycoon Amancio Ortega. The first store opened in Galicia, Spain, where it is now headquartered. The company is very unusual in the fashion retail world and incorporates many pioneering concepts. The company takes just two weeks to get its products on its store shelves after designing them, compared with six months for its competitors. It does not advertise, preferring instead to use money on opening new stores. Zara also owns and controls every stage of production from design, manufacture, supply and sales. A Louis Vuitton spokesperson described it as “possibly the most innovative and devastating retailer in the world”. Zara operates in over 70 countries.





WARM UPS

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

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

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

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

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

5. TRUE OR FALSE: Students find out several facts about Zara. 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 Zara. 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/zara.html>

Zara is a global _____ by the Inditex Group. It was established in 1975 by Spanish fashion designer and tycoon Amancio Ortega. The first store opened _____ in Galicia, Spain, where _____. The company is very unusual in the fashion retail _____ many pioneering concepts. The company takes just two weeks _____ its store shelves after designing them, compared with six months for its competitors. It does not advertise, _____ use money on opening new stores. Zara also _____ stage of _____, manufacture, supply and sales. A Louis Vuitton spokesperson described it as “possibly _____ and devastating retailer in the world”. Zara operates in over 70 countries.





CORRECT THE SPELLING

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

Zara is a global brand of clothing owned by the Inditex Group. It was bdhtaeleiss in 1975 by Spanish fashion designer and tycoon Amancio Ortega. The first store opened in Galicia, Spain, where it is now headquartered. The company is very uasnuul in the fashion etrlai world and incorporates many pioneering spctcnoe. The company takes just two weeks to get its psroctud on its store shelves after designing them, compared with six months for its competitors. It does not sitedvar, preferring instead to use money on pognnie new stores. Zara also owns and ltostrnoc every stage of production from design, manufacture, supply and sales. A Louis Vuitton spokesperson described it as “ypsoisbl the most innovative and devastating arlreeit in the world”. Zara operates in over 70 countries.





UNJUMBLE THE WORDS

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

Zara is owned a brand clothing by global of the Inditex Group. It in fashion 1975 was by established Spanish designer and tycoon Amancio Ortega. The first store opened in Galicia, Spain, where it is now headquartered. The unusual very is company retail fashion the in world incorporates and concepts pioneering many. The company takes just two weeks to get its products on its shelves them after store designing, compared with six months for its competitors. It does not advertise, preferring money instead on to opening use new stores. Zara also and owns of stage every controls production from design, manufacture, supply and sales. A Louis Vuitton spokesperson described it as “possibly the most retailer devastating and innovative the in world”. Zara operates in over 70 countries.





INSERT THE VOWELS

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

Z_r_ _s_ _gl_b_l br_nd _f cl_th_ng _wn_d by th_ _nd_t_x Gr__p. _t w_s _st_bl_sh_d _n 1975 by Sp_n_sh f_sh__n d_s_gn_r _nd tyc__n _m_nc__ _rt_g_. Th_ f_rst st_r_ _p_n_d _n G_l_c__, Sp__n, wh_r_ _t _s n_w h__dq__rt_r_d. Th_ c_mp_ny _s v_ry _n_s__l _n th_ f_sh__n r_t__l w_rld _nd _nc_rp_r_t_s m_ny p__n__r_ng c_nc_pts. Th_ c_mp_ny t_k_s j_st tw_ w__ks t_g_t _ts pr_d_cts _n _ts st_r_ sh_lv_s _ft_r d_s_gn_ng th_m, c_mp_r_d w_th s_x m_nths f_r _ts c_mp_t_t_rs. _t d__s n_t _dv_rt_s_, pr_f_rr_ng _nst__d t_ _s m_n_y _n _p_n_ng n_w st_r_s. Z_r_ _ls_ _wns _nd c_ntr_ls _v_ry st_g_ _f pr_d_ct__n fr_m d_s_gn, m_n_f_ct_r_, s_pply _nd s_l_s. _ L__s V__tt_n sp_k_sp_rs_n d_scr_b_d _t _s "p_ss_bly th_ m_st _nn_v_t_v _nd d_v_st_t_ng r_t__l_r _n th_ w_rld". Z_r_ _p_r_t_s _n _v_r 70 c__ntr__s.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

zara is a global brand of clothing owned by the inditex group it was established in 1975 by spanish fashion designer and tycoon amancio ortega the first store opened in galicia spain where it is now headquartered the company is very unusual in the fashion retail world and incorporates many pioneering concepts the company takes just two weeks to get its products on its store shelves after designing them compared with six months for its competitors it does not advertise preferring instead to use money on opening new stores zara also owns and controls every stage of production from design manufacture supply and sales a louis vuitton spokesperson described it as "possibly the most innovative and devastating retailer in the world" zara operates in over 70 countries





CHOOSE THE CORRECT TENSE

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

Zara (be) a global brand of clothing (own) by the Inditex Group. It was (establish) in 1975 by Spanish fashion designer and tycoon Amancio Ortega. The first store (open) in Galicia, Spain, where it (be) now headquartered. The company is very unusual in the fashion retail world and (incorporate) many pioneering concepts. The company (take) just two weeks to (get) its products on its store shelves after designing them, compared with six months for its competitors. It does not (advertise), preferring instead to (use) money on opening new stores. Zara also (own) and (control) every stage of production from design, manufacture, supply and sales. A Louis Vuitton spokesperson (describe) it as “possibly the most innovative and devastating retailer in the world”. Zara (operate) in over 70 countries.





CHOOSE THE CORRECT WORD

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

Zara is a global brand of clothing _____
by the Inditex Group. It was established in 1975
by Spanish fashion designer and _____
Amancio Ortega. The first store opened in
Galicia, Spain, where it is now headquartered.
The company is very unusual in the fashion
_____ world and incorporates many
pioneering _____. The company takes
just two weeks to get its products on its store
_____ after designing them, compared
with six months for its competitors. It does not
advertise, _____ instead to use money
on opening new stores. Zara also owns and
controls every _____ of production from
design, manufacture, supply and
_____. A Louis Vuitton spokesperson
described it as "possibly the most
_____ and devastating retailer in the
world". Zara _____ in over 70
countries.

tycoon
sales
concepts
owned
operates
shelves
innovative
stage
retail
preferring





PROJECT ZARA

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

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

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





ZARA – ROLE PLAY 1

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

Role A – Zara 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 – Zara 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 – Zara customer

You are a customer of Zara. 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 Zara. 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.





ZARA – ROLE PLAY 2

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

Role A – Zara New Products Director

You have created a new product for Zara. 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 Zara.

Role B – Zara 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 – Zara 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 – Zara Shareholder

You know a lot about Zara'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. _____





ZARA SURVEY

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

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

