From ESAP to ‘EVSAP’: sample materials

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Sample concordance extract from the business case study corpus:

international markets. Both companies see emerging markets as the brightest prospects for growth, tea, where local producers dominate the market since 1999, while branded water has risen from one-third to about 21% of the Chinese market. The two US companies have opted to concentrate markets. In response, as in the period of PepsiCo prospects for growth in the North American market, consumers are becoming more discerning in all markets. The Company is also eyeing the European market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market. The two US companies have opted to concentrate markets. As late concentrating on developing and emerging markets, the Chinese consumer market, where local producers dominate the market.

Sample activities (please note these are extracts only)

A) Identifying collocates of ‘market(s)’.

1. Select a suitable word to complete each sentence.

<table>
<thead>
<tr>
<th>lucrative</th>
<th>leader</th>
<th>dominate</th>
<th>international</th>
<th>emerging</th>
</tr>
</thead>
</table>

a) With Quaker Oats came Gatorade, the market _________ in energy drinks.
b) Pepsi trails behind Coke in most ___________________ markets.
c) Both companies see _______________ markets as the brightest prospects for growth.
d) The strongest growth in China has been in bottled water, juice and tea, where local producers ______________ the market.
e) North America continues to be PepsiCo’s most ______________ market.

Read the case study ‘PepsiCo’s path to internationalization’ to check your answers.

2. Beyond the text: checking understanding

a) Which company is the market leader for mobile phones in China?
b) Name a company that dominates the market for a particular product in your country e.g. the car industry.
c) Identify a lucrative market for a new low-calorie chocolate bar.
d) Identify two other soft drinks companies that are successful in international markets.
e) Give reasons why China and India are considered to be emerging markets.
B) Noticing verbs that collocate with 'market(s)' and verb patterns

Identify the main verb that collocates with the noun 'market'.
What grammatical patterns do you notice?

a) This is bad news for the large brewers, who are turning to emerging markets to make up the shortfall.
b) The large brewing companies must seek out both new markets and new ways to refresh sales in mature markets.
c) Nissan was later than its rivals in entering the Chinese market, announcing a 50/50 joint venture with state-owned Dongfen Motor only in 2002.
d) It is targeting its home market, the US and other global markets, primarily China.
e) By contrast, PepsiCo looked mainly to its home market, but diversified its product offerings.
f) The Company is also eyeing the European market, as here, too, consumers are turning to healthier options.
g) The group is now concentrating on developing and emerging markets.

C) Word formation

1. Complete the table

<table>
<thead>
<tr>
<th>innovate</th>
<th>competition/competitor</th>
<th>productive</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</table>

2. Error correction

a) The company not only faces national competitive but also international competitive.
b) Boeing has a leading position because of its innovativeness.
c) A producing company is more likely to be a profitable company.

3. Selecting the appropriate form (answers from the corpus in italics)

a) Airbus has also suffered delays with its more _____________ and risky project the A380 Superjumbo. (innovative)
b) It faces stiff _____________ from its three large rivals. (competition)
c) _____________ has been a source of _______ advantage for L'Oreal. (Innovation, competitive)
d) Boeing, the giant American aircraft maker, and Airbus, its European counterpart, are the two main _____________ in the global aircraft market. (competitors)
e) In 2007, BP had to revise its projected __________ forecasts, to 18% less than anticipated. (production)

(Activities adapted from case studies in Morrison, 2009, International Business)