

Learning objectives in this lesson

Reading for gist, scanning for specific information, focusing on vocabulary from the text, using vocabulary from the text, reading for detailed comprehension, and giving opinions about the topic of the text.

- 1 Ask students to work in pairs and discuss the questions, then take feedback from the whole class. If the students want to find out more about the company, ask them to look at the company website for homework, or during the lesson if possible:
www.marksandspencer.com
- 2 Give out the text and ask students to read it quickly so that they understand the general message of the text. Give them a time limit if you wish. They should then decide which of the three titles is most suitable. Students can compare answers in pairs before feeding back to the rest of the class. During class feedback, encourage the students to justify their answers.

Answer

Title 1 is probably the best title, because it reflects the entire content of the text. Title 2 would not work because there is no evidence in the text that this is true and 'western retailers' are only mentioned in a small section of the text. Title 3 is possible, although it might suggest that Marks & Spencer is moving its Head Office to China as well, and this is not true.

- 3 Ask students to read the text again quickly and to find out what each number represents. Give them a time limit if you wish. Students can compare answers in pairs before feeding back to the rest of the class.

Answers

- 1 the number of additional shops M&S wants to open in China (making 50 in total)
- 2 the population of China
- 3 the growth per year of the Chinese middle class
- 4 the growth per year of the Chinese retail market
- 5 the number of people employed in the Nanjing West Road store (over 100)
- 6 the number of M&S branded goods on sale
- 7 the population of Shanghai
- 8 the number of M&S stores in Hong Kong

- 4 Ask students to look at the text again and match the words and phrases to the definitions. They can then check their answers in pairs, before feeding back to the rest of the class. During feedback, ask students to identify the type of word / phrase (e.g. noun, past participle). Ask them which prepositions follow 4 and 10.

Answers

- 1 scramble (verb)
- 2 cautionary tale (noun phrase)
- 3 tailored (past participle)
- 4 a ready supply (noun phrase, followed by of)
- 5 announced (past participle)
- 6 withdrawing (present participle)
- 7 appeal (noun)
- 8 overwhelmed (past participle)
- 9 advice (noun)
- 10 follow in the footsteps (phrase, followed by of)

- 5 Ask students to work in pairs and create their own sentences using the words and phrases in 4. Check the sentences with whole class.
- 6 Students should read the text again. Allow more time for them to read carefully. Be prepared to answer questions about vocabulary and refer students to the glossary to help them. Students should then answer the questions in their own words. Students can compare answers in pairs before feeding back to the rest of the class.

Answers

- 1 Because the population of China is large and people are becoming richer. It is also believed that the retail market will continue to grow and grow.
- 2 Because there are 1,000 M&S products available and this makes them feel like they are back in the UK.
- 3 It can sell the same range of food as in the UK, but it needs to change the clothing it sells so that the products fit Chinese people and appeal more to their tastes.
- 4 Not very – they closed after a year and a half.

- 7 Ask students to look at the text again and find three words that could be useful in their jobs. When they have chosen the words, ask students to compare their choices in pairs and encourage them to explain why the words will be useful. Make sure that students can pronounce these words and that they know how to use them correctly in a sentence.
- 8 Ask students to discuss the questions in pairs or small groups. Take feedback from the whole class.

Answers

Answers will vary, but students may discuss the fact that M&S might have problems with its clothing range in China due to differing tastes in fashion. Students might also discuss the need for companies to research new markets thoroughly, looking into consumer tastes, price expectations, cultural differences, etc.