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## Lesson 01 :

### Sales and costs

#### A- Sales:

The goods and services that a business sell, and the money it receive for them from customers are its sales.

- Denise Van Beek of Nordsee Marine works in sales. In fact, she is sales directors, in charge of the sales department. Denise is talking to her sales team at a sales meeting.

“Our sales figures last year were good and revenue or turnover –money from sales\_ was \$14, 5 million, on sales volume or unit sales of 49 boats. This was above our target for year of 13\$ million. We estimate our sales growth next year at 10 per cent as the world economy looks good and there is demand for our products, so my sales forecast for next year is nearly \$16 million.”

#### B- Costs

The amounts of money that a business spends are its costs.

- **Direct costs** are directly related to providing the product, e.g. salaries
- **Fixed costs** do not change when production goes up or down, e.g. rent, heating, etc.
- **Variable costs** change when production goes up or down, e.g. materials
- **Costs of goods sold (SOGS)** are the variable costs in making particular goods.
- **Overheads, overhead costs** or **indirect costs** are not directly related to production, eg administration
- **Costing** is the activity of calculating costs. Amounts calculated for particular things are costing.

#### Task 01: match the expressions (1\_7) from A opposite with their definitions (a\_f). Two expressions have the same definition

- |                    |   |
|--------------------|---|
| 1. Sales figures   | a- the money received from sales (2 expression)                           |
| 2. Sales forecasts | b- sales hoped for in a particular period                                 |
| 3. Sales growth    | c- the amount of sales, either in terms of money or number of things sold |
| 4. Sales revenue   | d- increase in sales  |
| 5. Sales target    | e- sttistics showing the amount sold, perhaps over time                   |
| 6. Sales turnover  | f- sales expected in a particular period                                  |
| 7. Sales volume    |   |

#### Task 02: choose the correct expression from B opposite to describe Ford Motor's costs

- 1- The salary of an office receptionist ( direct cost\ indirect cost)
- 2- Heating and lighting of the building where cars are made (fixed cost\variable cost)
- 3- The materials used in cars, and the salaries of production workers (overhead cost\ COGS)
- 4- Running the office (overhead cost\direct cost)
- 5- Metal used in making the cars (fixed cost\variable cost)
- 6- The salary of a worker building the cars (direct cost\indirect cost)

## Lesson 02:

### Market segmentation

#### A- What is market segmentation?

Market segmentation identifies group of buyers within a market who share similar need and demonstrate similar purchasing behavior. Market segments are described by demographics and psychographics.

##### 1. Demographics

Consists of dividing the market through different variables such as:

- **Age group or age bracket:** their age, for example, 21\_25.
- **Sex:** male\female split, for example, 75% of Elle readers are women.
- **Religion or ethnicity:** Hispanic American, white, black, Muslim ... etc
- **Income:** how much money a person earns, how **affluent**, or rich they are.
- **Life cycle:** single, married with children.

##### 2. Psychographic:

Consists of grouping the target audience based on:

- **Education:** the highest qualification that a person has such as a diploma or degree.
- **Attitudes and opinions:** how a person feels or thinks about issues, people, brands ...etc
- **Lifestyle:** a way of life that reflects a person's values and attitudes.

#### B- How does market segmentation works?

Demographic and psychographics are used to **target a segment** by using data to build up a **customer profile** - the image of a typical consumer. People can be targeted as individuals or as a family group that lives together and makes up household. Marketers use the **ABC socio-economic categories** to target groups. In the UK this is known as **ACORN**, which stands for Aclassification Of Residential Neighbourhoods. For a list of categories.

#### C- common market segments:

Although every marketing department has its own definitions and names for the market segments they target, there are some common terms. In 1962 Everett Rogers described five market segments in his book Diffusion of Innovation:

- **Innovators:** creates something new and start a new trend.
- **Early adopters** identify trends early and like to be associated with the start of a trend.
- **Early majority** follow the trend set by the early adopters
- **Late majority** follow the trends that have been tested by the early majority.
- **Laggards** are the last group of people to buy a product or brands indeed they may never buy it

## Lesson 03:

### Investing

#### What is investing?

**Investing** is a way to have your **money work** for you. Rather than hide your money in a **safe** or under your **mattress**, you can put that money to work at a bank or a business.

#### Growing Your Money

The main goal of investing is to grow your money. For example, when buying stock in a company you hope that the company will be successful and the stock will be worth more in the future than it is today.

#### Risk vs. Reward

Most all investments have some risk. You could end up with less money in the future than you do today. Some investments are **riskier** than others, but usually the **more risk** you are willing to take, the more money you could make.

For example, a federally insured CD with a bank is not very risky. The bank promises to pay you a certain percentage over a given amount of time. Even if the bank goes out of business, your money may be insured by the federal government. This sounds great, except CDs today only pay a few percent each year. This isn't a lot of return on your investment.

A **higher risk** example would be stock in a new technology company. If this company takes off, your money might go up 10 times in the next few years. However, the company could also go out of business, making the stock worthless and you would lose all your money.

#### Types of Investments

There are a lot of types of investments. Here are a few of the more common investments people make:

**Stocks** - Stocks represent ownership in a company. You can buy stock in all sorts of companies like Coca Cola, Apple, and Microsoft. The hope is that the company will be profitable and grow. Then the value of the stock will go up and your money will grow, too.

Mutual Funds - **Mutual funds** are like stocks. A mutual fund represents a group of stocks. When you buy a mutual fund you are investing in a group of stocks. This is a way to invest in a number of different stocks, but not have to buy a bunch of **individual stocks**.

**Bonds** - A bond is sort of like a loan. When you buy a bond you are lending your money to a company or government. Bonds can pay higher interest than a bank account, but also come with more risk.

**Real Estate** - A lot of people invest in real estate. This can be buildings or land. The biggest investment many people make is when they buy their home.

**Bank** - One of the most conservative investments is with the bank. This might be with a savings account, a money market account, or a CD. With the bank you get some security, but the return is low.

Gold - Precious metals such as gold are often used as investments.

#### What does diversify mean?

One thing that many financial advisors will tell people is that they should diversify. This means to invest in a variety of areas. Rather than put all of your money into one stock, invest in a variety of investments such as stocks, bonds, and mutual funds.

## Lesson 04:

### Inflation

Anyone who has ever wondered why today's prices are so much higher than those of 100, 50, and even 25 years ago have actually considered the effects of **inflation**, or **the decrease in value relative to overall quantity and production**.

To explain this definition, let's consider why today's **prices are higher** than those of the past. As the world population has grown, **central banks**, or the institutions tasked with managing countries' economies, have responded to this growth by **minting**, or officially creating and **releasing**, more money. Their reasoning for this course of action is that not having enough money in **circulation** could lead to **panics**, or economic **downturns** that're usually accompanied by anxiety over currency.

So, to reduce the chances of a panic and assure that today's citizens have access to **physical money**, central banks release more dollar bills and coins regularly, based upon a **pre-planned schedule**. As additional currency has come into circulation, its value has **decreased**; this is the process of inflation. To better understand the idea of inflation, consider the following example: if children that enjoy trading marbles implement a value system where red marbles are fairly common, grey marbles are rarer, and green marbles are the rarest, because there are more and of the first type, fewer of the second type, and fewer of the third type, the system will be stable until more marbles enter into circulation. Thus, by tripling the number of marbles in circulation, they will all become significantly less valuable.

What this means for consumers is that the money that they earn is **worth less** over time, and essentially, even though their wages might increase in amount, they will have a **lesser purchasing power**, or a measure of how many goods and/or services it can be exchanged for.

Lastly, **deflation** is the process of a **currency** becoming **more valuable** due to a **tight production schedule**. If there was less currency around today, each dollar would be worth more—just as was the case many years ago, when some products could be purchased for pennies!

### Types of Inflation

#### a) Open inflation

If **economic imbalance** is accompanied with rising **price level**.

#### b) Suppressed inflation

If state authorities **damp** or even stop the rise of price level by administrative means. Such situation is followed by existence of **scarce commodities**, **shadow economy** etc.

In such cases the **provision** of basic necessities such as agricultural products is set by the government by introducing **pricecontrols on commoditie**

#### c) Hidden inflation

Government imposes **strict controls** to curb price inflation; producers are forced to sell the products at the prices required. Producers cannot sell the commodity at higher prices to get the profit, therefore, lower on the quality of products. This means that employers are selling lower quality products at higher prices -> inflation is hidden

### Did you understand the text?

#### 1) What effect does inflation have on currency?

a) It increases its value

- b) It decreases its value
- c) It doesn't affect its value
- d) Economists are still trying to figure this out

**2) What are central banks, and what process allows them to increase the flow of currency?**

- a) Central banks are the institutions tasked with managing countries' economies, and they mint new money
- b) Central banks are local establishments that make loans to residents
- c) Central banks are digital money distributors that protect credit card companies
- d) None of the above

**3) What is the main difference between panics and recessions?**

- a) There aren't any differences between the two
- b) Recessions are shorter than panics
- c) Panics are characterized by affordable prices, while recessions are not
- d) Recessions last longer than panics and could be indicative of largescale economic downturns

**4) What is purchasing power?**

- a) The strength of one's credit score
- b) A measure of someone's wealth
- c) A typical measure of how many goods/services currency can be exchanged for
- d) a and b

**5) What is deflation, and how does it compare to inflation?**

- a) Deflation and inflation are basically the same.
- b) Inflation is always good, while deflation is always bad.
- c) Deflation is the increased value of something due to a modest supply, while inflation is a reduced value of something due to an enhanced supply.
- d) Researchers are still attempting to find the differences between the two .

## Lesson 05 :

### Logos design

#### A- types of logos :

the best **corporate logo design** or **company logo design** is **simple** ( not complicated) and **memorable** (easy to remember). **An eye-catching**, or attractive and noticeable, image will be remembered and recognized regardless of size.

- **A descriptive design** uses an image to **depict** or represent, the company's name or business. The batman logo is good example of descriptive design.
- **An abstract design** is symbolic representation and doesn't show a product or service. The Nike Swoosh is a good example.
- **A typographic design** uses the company's name or initials. This kind of design is also called a logotype. Good examples are the Ford Motor Company or the Golden Arches of McDonalds.

#### B- Logo design :

- A design brief or logo must include
- Name of the company
- Company activity
- Current symbol
- Tagline/slogan
- Client request
- Client preference colors
- Client preferences shapes
- Main competitors
- Logo usage

#### C- Typeface

The **typeface** is the design of the letters used. A typeface may have a number of fonts with different weights and styles, such as **roman**, **italic** and **bold**. Times and Helvetica are names of popular typefaces, and Times Roman, Times Italic and Helvetica Narrow are names of some of their fonts. The font can be a **serif type** or **sans serif type**. A serif is a small line that gives a decorative finish to the main lines of a letter.

- **UPPER CASE**
- Lower case
- Times Roman
- *Times Italic*
- **Times Bold**
- serif type

#### Task01: replace the underlined word and expressions with alternative words and expressions from A and B opposite.

- 1- This logo is very attractive and noticeable.
- 2- The yahoo ! logo is a logotype.
- 3- Last year we started to use a new logo
- 4- The logo for the Olympic Games is very colourful.
- 5- We need a new logo that is easy to remember
- 6- Our new logo needs to be different from the others.
- 7- The apple logo is not complicated.
- 8- We want the new logo to represent the company name.

**Task 02 : match the font types in the box with the typefaces bellow. Each typeface has more than one font type. Look at C opposit to help you.**

**Bold**

*italic*

lower case

serif type

upper case

- 1- **name of the company**
- 2- **NAME OF THE COMPANY**
- 3- *name of the company*
- 4- *name of the company*
- 5- NAME OF THE COMPANY



## Lesson 06:

### Marketing strategy and the marketing plan

#### A- Marketing strategy vs. Marketing plan

A company's **marketing strategy** describes how it will position itself and the **products** it **sells** or the **services**

It **provides** in the **competitive marketplace**. The strategy includes a discussion of target markets, product and pricing policies, and proposed marketing and promotional initiatives (see Units 1–2 for more about the **marketing mix**).

The company's **marketing plan** is the written document which details the **marketing methods** selected (advertising, price promotions, etc.) and specific **marketing actions** or **marketing activities** (for example, a back-to-school promotional offer). It also examines the **resources** needed (both financial and human) to achieve specific **marketing objectives**, such as an increase in sales or a successful product launch, over a given period of time.

#### B- Developing the marketing plan

You can **develop a marketing plan** using the stages known as **AOSTC** (Analysis, Objectives, Strategies, Tactics and Control).

<b>Analyses</b>	Current market Situation	Information on the competitors and the marketplace
	Competitor analysis	The competition in the marketplace. You will also need to include information on their <b>positioning</b> – how they control the way the customers see the products or services.
	<b>Product / service analysis</b>	What you sell or provide, and your <b>Unique Selling Point (USP)</b> – that is, what distinguishes your product or service from others on the market. Originally USP stood for Unique Selling Proposition, a concept developed by Rosser Reeves in the 1940s.
	<b>Target market</b>	Your <b>customer groups</b> or <b>segments</b> – for example, teenagers or business people
<b>Objectives</b>	Marketing goals	What you want to achieve, in terms of image and sales. Set <b>SMART</b> objectives - <b>Specific</b> : Be precise about what you are going to achieve. - <b>Measurable</b> : Quantify your objectives. - <b>Achievable</b> : Are you attempting too much? - <b>Realistic</b> : Do you have the resources to make the objective happen (manpower, money, machines, materials, minutes)? - <b>Timed</b> : When will you achieve the objective? (Within a month? By February 2015?)
<b>Strategies</b>	The approach to meeting the objectives	<ul style="list-style-type: none"><li>- Which <b>market segment</b>?</li><li>- How will we target the segment?</li><li>- How should we position within the segment?</li></ul>
<b>Tactics</b>	Convert your strategy into the marketing mix, including the 4 Ps	<ul style="list-style-type: none"><li>- Product</li><li>- Price</li><li>- Place</li><li>- Promotion</li></ul>
<b>Control</b>	Tracking	<ul style="list-style-type: none"><li>- How the success of the marketing plan will be measured.</li><li>- How each marketing activity will be assessed.</li></ul>

A summary of the marketing plan, known as the **executive summary**, is included at the beginning of the document. For a list of questions to ask when preparing a marketing plan.

**Task 01: Make word combinations with *market* and *marketing* using words from the box. Then match the word combinations with the definitions below.**

Methods      mix      plan      segments      strategy      target

Market

Marketing

.....  
.....  
.....

.....  
.....  
.....

- 1- groups of consumers with similar needs or purchasing desires
- 2- the consumers, clients or customers you want to attract
- 3- a definition of the company, the product / service and the competition
- 4- detailed information about how to fulfil the marketing strategy
- 5- the techniques you can use to communicate with your consumers
- 6- the combination of different elements used to market a product or service

**Task 02: You are preparing some slides for a presentation of next year's marketing plan. Choose a title from the box for each image. Look at B opposite to help you.**

Competitor

Analysis

TargetMarket USP



## **Lesson 07:**

### **The market environment**

#### **A- The micro environment**

Learnmarketing.net provides information for marketing students. Its website says the following about the **micro environment**:

The following factors have a direct impact on the company and its stakeholders: consumers, employees, shareholders and suppliers. The company has an influence over these factors.

<b>Consumers</b>	A company must <b>understand consumer needs</b> and meet them.
<b>Competitors</b>	You must <b>differentiate your brand from your competitors</b> '.
<b>Employees</b>	Employing the right people and keeping them motivated is essential. <b>Training</b> and <b>development</b> play a key role in the service sector
<b>Media</b>	<b>Positive</b> or <b>adverse</b> (negative) <b>media attention</b> can seriously affect an organization. <b>Consumer programmes</b> on TV and <b>consumer magazines</b> that people read have a powerful effect on the marketplace.
<b>Shareholders</b>	It is important to <b>satisfy shareholders' needs</b> without harming the brand in the long term.
<b>Suppliers</b>	Changes in the price or quality of <b>raw materials</b> – for example wood, or metals – will affect the marketing mix. <b>Good relations with suppliers</b> will make business easier

#### **B- The macro environment : STEP analysis**

A **STEP analysis** (also known as a **PEST analysis**) looks at **sociological, technological, economic** and **political** factors in the market environment on a **macro** level – often looking at a particular country or region. The relationship between the company and these factors is indirect. This is a **STEP analysis** for an online supermarket in Britain.

## SOCIOLOGICAL FACTORS

**Dominant religions:** Mainly Christian, with significant minorities in some regions. Special diets in some areas.

**Leisure activities:** Watching TV, cooking, socializing.

**Gender roles:** Now that younger men shop as much as women, we need to target both sexes equally.

**Birth rates:** Birth rates are continuing to decline, with fewer babies born every year.

**Average life expectancy:** This is increasing so we should think about products for older customers.

**Attitudes to foreign products:** Consumers like to experiment with foreign food and drink.

**Opinions on environmental issues:** We should use only recyclable packaging and hybrid-fuel delivery vans.

## TECHNOLOGICAL FACTORS

Innovation and technological advances:

**Production:** New product lines and product types are continually coming onto the market.

**Offer:** We now offer a new service – ordering by mobile phone.

**Distribution:** Online ordering has changed the way supermarkets operate. We no longer need actual shops.

**Communication with consumers:** Broadband internet connections make it possible to include more product photos on our site. We could even think about adding video.

## ECONOMIC FACTORS

The economic forecast is good:

**Interest rates:** stable at 5%

**Unemployment rate:** less than 9% of people are out of work

**GDP (Gross Domestic Product):** growing steadily

## POLITICAL FACTORS

**Political stability:** Very good. Consumers feel relaxed about the political situation and ready to use consumer credit.

**New tax / business legislation:** No changes to the law for our business sector in the near future.

**International trade agreements:** We can import products from the EU without paying extra import duties.

**Task 01: Decide whether the following market environment characteristics are micro factors or macro factors. Look at A and B opposite to help you.**

	Micro	Macro
1- High unemployment in a region reduces spending on leisure activities.		
2- The internet has opened up new distribution and marketing channels.		
3- Good relations between a supplier and a company mean that goods are always delivered on time.		
4- Legislation in European countries is restricting the right to smoke in public places.		
5- Positive reports in the national press about a brand.		
6- The staff for the telephone hotline of an internet bank are trained to be polite and friendly.		
7- During the FIFA World Cup, more snack food is consumed in front of the TV set.		

**Task 02: Complete the action plans (1–6) and then match them with the micro factors (a–f). Look at A opposite to help you. The first one has been done for you.**

- 1- Convince shareholders that the best way to .....their needs in the long term is to invest in research and development.
- 2- Carry out market research to better .....needs and desires.
- 3- Prepare a press release for a .....magazine about the launch of a new product.
- 4- Build and maintain good .....by always paying on time
- 5- Do a SWOT analysis to assess how to ..... your brand from your competitors’.
- 6- Implement a training and .....plan to motivate and keep good members.

a competitors c employees shareolders

b consumers d media f suppliers

**Task 03: Complete the STEP analysis of France. Look at B opposite to help you.**

France is a member of the European Union and as such has trade (1) .....with the other members. It has one of the worst unemployment (2) .....in Europe and the government is keen to bring this down.

France has one of the highest (3) .....rates in Europe (1.9 children per woman) and a large proportion of French mothers go back to work, reflecting changes in (4) .....roles. Men are almost as likely as women to do the shopping for the family and take care of the children.

The dominant (5) .....is Catholicism, but there is a large Muslim community.

The religious beliefs do not significantly affect the marketplace, except at Christmas and Easter time when the demand for Christmas trees and chocolate increases dramatically.

Internet penetration is high: most households own a computer and have high speed internet access. This has opened up new channels of (6) .....and there are now several internet grocery stores.

Nearly all teenagers own a mobile phone and they are increasingly using SMS messages to keep in touch with their peers. Marketing campaigns are beginning to exploit this line of (7) ..... by sending SMS messages to their audience.

## Lesson 08:

### Adverbs

An adverb is a word that describes a verb. It tells you about an action, or the way something is done. A lot of adverbs end in **-ly**

#### Examples:

- The baby is sleeping soundly
- They laughed loudly
- The dog is barking fiercely.
- The Prince and the Princess lived happily ever after.
- The birds are singing sweetly.

Many adverbs are made by adding **-ly** to adjectives.

#### Types of adverbs:

a- adverbs of manner:

Adverbs of manner describe the way something is done.

#### Examples:

- The driver braked suddenly.
- The dog jumped up playfully.
- Please speak clearly.
- Jamal dressed smartly for the party.
- Maria is behaving selfishly.
- The man drove carelessly.
- The twins liked to dress differently.
- She played skillfully.

#### b- Adverbs of time:

Adverbs of time describe when something happens.

#### Examples:

- Can I do my work later?

No, do it now

- Paul has just arrived.
- He often swims in the evening.
- Lisa is always cheerful.
- Sometimes I ride my bike to school.

#### Spelling File

##### Adjective Adverb

Careless carelessly

Cheap cheaply

Clear clearly

Close closely

Correct correctly

Different differently

Playful playfully

Safe safely

- Everyone arrived early.
- It's snowing again.

**c- Adverbs of place:**

Adverbs of place tell you where something happens.

**Examples:**

- Mom and Dad are watching television upstairs.
- The children are playing downstairs.
- It is raining Let's go inside.
- Rex, you can stay outside.
- Come here! Please put the books there.
- The workers are moving the rubbish away.
- The miners are working underground.
- They are going abroad to study.
- There are trees everywhere.
- Alice lived next door.

**Exercise 1: Rewrite the following adjectives as adverbs.**

- Slow: slowly -cool:.....
- Beautiful: beautifully - comfortable: .....
- Strong: strongly -Wise: .....
- Tidy:..... - Quiet: .....
- Brave:..... - merry:.....
- Soft: ..... -busy: .....

**Exercise 2: Underline the adverbs in the following sentences.**

- The man shouted loudly.
- He arrived early.
- The train has already left.
- He drove carelessly.
- The students talked noisily.
- The children are playing outside.
- Tom spoke politely to his teacher.
- Have you seen Anne's cat anywhere?**Do the rest**

## Lesson 09 :

### SWOT analysis

#### A- SWOT analysis

Before entering the marketplace it is essential to **carry out a SWOT analysis**. This identifies the **strengths** and **weaknesses** of a product, service or company, and the **opportunities** and **threats** facing it. Strengths and weaknesses refer to the product itself and are considered as **internal factors**. The **external factors**, referring to the marketplace, are opportunities and threats.

This is a SWOT analysis of PetraServe, a company which runs motorway service stations.

<p style="text-align: center;"><b>STRENGTHS</b></p> <p><b>Superior</b> distribution network – we have one of the best. We are the <b>specialist</b> in long distance petrol needs for lorry and truck drivers – we have experience, knowledge and skill. Consumers see us as a <b>quality brand</b>. <b>Innovative loyalty</b> programme that's <b>unique</b> in the market. We are a <b>profitable company</b> – we're making money. <b>Highly recognizable brand</b>. A <b>global brand</b>.</p>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <p><b>Undifferentiated offer</b> in terms of basic product – petrol is the same whatever the brand. <b>Lack of</b> new products – we need more. <b>Ineffective</b> leverage of specialist image – we don't use our specialist image well. <b>Inferior</b> communication – we could communicate better. <b>Damaged reputation</b> for petrol and fossil fuels – they have a bad image. Consumer loyalty is <b>weak</b>.</p>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <p><b>Developing market</b> for service stations (confectionery, car maintenance products, etc.). <b>Gap in the market</b>: hybrid cars and electric cars will need fuel. <b>Huge potential for growth</b> – there is a lot of room to expand into new markets.</p>	<p style="text-align: center;"><b>THREATS</b></p> <p>Our <b>main competitor</b> is strong. <b>Price war</b> in the fuel market is becoming more threatening – all our competitors are cutting prices. <b>Emerging trend towards</b> hybrid cars and electric cars. <b>Consumer fears</b> about environment and pollution.</p>

#### B- SWOT and marketing strategy

Pat Albright is the senior marketing manager for PetraServe. She's presenting her marketing strategy to the board. The strategy was shaped by the SWOT analysis above.

'We need to **exploit** our **strengths** by making the most of our distribution network and loyalty programme. If we can also **build on strengths** such as our brand image and current profitability, then it'll be easier to **address**, or deal with, **weaknesses** such as the lack of new products. We need to **anticipate the threat** of new hybrid cars and **seize** the new **opportunities** this will bring in terms of providing service points for these cars.'

The potential price war in the fuel market **poses a serious threat** and we will need to **minimize** the **weaknesses** this may create. Our sector is also **under threat from** the trend towards greater consumer concerns about the environment, but I believe we can **create an opportunity** by **strengthening** our **communication** and **informing consumers** about what we're doing to preserve the environment.'



**Task 01: The extracts below are from a SWOT analysis. Do they describe strengths, weaknesses, opportunities or threats? Look at A opposite to help you.**

- 1- Competition is growing in this market, which could lead to a price war. There are now a lot of sites that offer the same service and product categories as Amazon. Amazon is a global brand but in some local markets the main competitor could be stronger and preferred by consumers
- 2- Amazon has added many new categories, but this may damage the brand. For example, offering automobiles may be confusing for customers. Due to increased competition, the offer is undifferentiated.
- 3- In 2004, Amazon moved into the Chinese market. There is huge potential here. In 2005 Amazon launched a new loyalty programme, AmazonPrime, which should maximize purchases from the existing client base.
- 4- Amazon is a global brand, operating in over ten countries. It was one of the first online retailers and today it has an enormous customer base. It has built on early successes with books, and now has product categories that include jewellery, toys and games, food and more. It has an innovative Customer Relationship Management programme.

**Task 02: Complete the table with words from A and B opposite and related forms. Then complete the sentences below using words from the table.**

Verb	Noun	Adjective
	.....	opportune
<b>Strengthen</b>	.....	.....
<b>Threaten</b>	.....	.....
<b>Weaken</b>	.....	.....

- 1- Currently, the company is under .....from its main competitors.
- 2- In order to grow, the company will have to create new..... , not just exploit existing.....
- 3- We need to minimize .....and .....
- 4- To remain ahead of the competition we will need to anticipate .....such as increased raw material costs.

**Task 03: Correct the mistakes using words and expressions from A and B opposite.**

- 1- The brand is very strengthened.
- 2- Today, competitor fears about health are one of the biggest threats to the processed food sector.
- 3- An undifferentiated offer will weakness the company in the short term.
- 4- A clear opportunity is a gape in the market.
- 5- We may be threatened by the emerging trend towards online shopping.
- 6- A war of prices has weakened our profit ability.

## Lesson 10:

### Abstract of the theses

#### Definition of abstract

- An abstract is a brief summary of a research article, thesis, review, conference proceeding, or any indepth analysis of a particular subject and is often used to help the reader quickly ascertain the paper's purpose.
- It is an original work, not an excerpted passage. An abstract must be fully self-contained and makesense by itself, without further reference to outside sources or to the actual paper.
- It is a well-developed single paragraph of approximately 250 words in length, which is indented andsingle spaced.

Note: The abstract is the last item that you write, but the first thing people read.

#### Why do you write an abstract?

- **Selection:** Abstracts allow readers who may be interested in the paper to quickly decide whether it is relevant to their purposes and whether they need to read the whole paper.
- **Indexing:** Most academic journal databases accessed through the library enable you to search abstracts. This allows for quick retrieval by users. Abstracts must incorporate the key terms that a potential researcher would use to search.

#### When is it necessary to write abstracts?

- Submission of articles to journals.
- Application for research grants.
- Completion and submission of theses.
- Submission of proposals for conference papers

#### What to include in an abstract?

##### 1. Reason for writing:

What is the importance of the research?

Why would a reader be interested in the larger work?

##### 2. Problem:

What problem does this work attempt to solve?

What is the scope of the project? What is the main argument, thesis or claim?

##### 3. Methodology

An abstract of a scientific work may include specific models or approaches used in the larger study. Other abstracts may describe the types of evidence used in the research.

##### 4. Results:

An abstract of a scientific work may include specific data that indicates the results of the project. Other abstracts may discuss the findings in a more general way.

## 5. Implications:

How does this work add to the body of knowledge on the topic? Are there any practical or theoretical applications from your findings or implications for future research?

### Four C's of abstract writing

- **Complete:** it covers the major parts of the project.
- **Concise:** it contains no excess wordiness or unnecessary information.
- **Clear:** it is readable, well organized.
- **Cohesive:** it flows smoothly between the parts.

### Why translation is needed?

Algerian students of University are obliged to write their abstracts of theses or dissertation in two or three languages. It is expected that not only can Algerian readers read it but also those of other countries. Therefore, abstract should be written as well as possible because it represents the whole content of dissertation or research.

### Example of an Abstract:

#### Abstract

This study aims at determining the effect of electronic customer relationship management on enhancing the banking service quality at the level of the Bank of Agriculture and Rural Development BADR –Taher Agency 675-Jijel, based on electronic customer participation, electronic information exchange, long-term partnership, participation in solving common problems, technology based CRM as dimensions for measuring the independent variable and the extent to which these variables influence the dependent variable (banking service quality), to achieve this goal a questionnaire was used as the main tool for data collection, it was distributed to a sample of bank customers estimated at 80 participants. The results obtained have shown that the dimensions of electronic customer relationship management have a positive impact on enhancing the banking service quality at the level of the Bank of Agriculture and Rural Development BADR –Taher Agency 675-Jijel. Developing the basic electronic structures for managing customer relations with holding interactive meetings electronically, involving important customers and cooperating with them, facilitates the work of bank managers in knowing their customers very well, hence, exploiting their ideas and opinions in developing services with higher quality.

**Keywords:** Customer Relationship Management, Electronic Customer Relationship Management, Banking Service, Service Quality, Agriculture and Rural Development Bank