

## Lesson 14

## 1 PHRASE OF THE DAY

今日のフレーズ

I think that if we...

～してみてもいいかなと思います。

## 2 SITUATION

状況

Tomoko asks for ways to increase sales in rural areas.

トモコは郊外での売り上げを伸ばす方法を尋ねています。

## 3 DIALOGUE

ダイアログ

Directions: First repeat after your tutor and then practice each role.

**Tomoko:** Total market share in the urban area is 35%. I think we ought to set a goal to increase our rural market share to match this. Any practical ideas on how to do this?

**Mark :** I think that if we increased the rural advertising budget, we could capture more of the market. At present, most advertising is focused only on the urban market.

**Tomoko :** In my opinion, only advertising is not enough. What if we were to develop a new product line targeted towards the rural demographic?

**Miles :** Hey, that might just work. If we created a new “urban line” of shoes, we would stand out from the competition!

**Mark:** But how do we know exactly what variety of shoes to develop for the rural market?

**Tomoko :** Might I recommend that we customize our shoes to fit our consumer needs?



## 4 VOCABULARY

語い

Directions: First repeat after your tutor and then read aloud by yourself.

set a goal 目標を定める

budget 予算

variety バラエティー

practical 実用的な

at present 現時点で

customize カスタマイズする

# Lesson 14

## 5 LANGUAGE FOCUS

今日のポイント

# I think that if we...

～してみてもいいかなと思います。

## Meeting- Making Suggestions for Improvements

Directions: First repeat after your tutor and then read aloud again by yourself.

In my opinion, we really ought to...

How about if we ...

Can we do this a bit differently?

Why don't we ...?

What if we...?

I highly suggest changing the way we...

Might I recommend a different course of action?

Would anyone object if I made a suggestion?

## 6 ACTIVITY

練習

Activity 1: Talk about a time when you made a suggestion in a meeting, business or otherwise, and your suggestion was followed. Make sure to give as many details as possible.

Activity 2: Practice making suggestions for the following situations:

1. **Not enough traffic for the website- increase advertising**
2. **Not enough repeat customers- offer a rebate**
3. **Product not selling well- make the design more trendy**
4. **Decrease in market share- introduce a new flavor**

## Hints

ヒント

**discussion** 討論

**suggest** 提案する

**proposal** 提案

**agree** 同意する

**approve** 承認する

**decline** 辞退する、承認しない

**reject** 拒絶する