

PP05. Инновации в производственной сфере. Описание товаров, их особенностей.

PP05. Innovation in industry. Description of goods and their characteristics.

Study the information about products and services.

What are Products and Services?

A **product** is tangible (visible). It has physical existence, e.g., a television set. A product may be capable of being reused for a certain time. Examples are soap, toothbrush, etc. On the other hand, **service** is intangible in nature. Examples are transport, medical, legal, etc.

The American Marketing Association defines services as *activities, benefits or satisfactions which are offered for sale or are provided in connection with the sale of goods.*

From the definition it is clear that provision of service may be in connection with the sale of products, e.g., after-sale or repair service or it may not be in connection with the sale of goods, e.g., banking, insurance, legal, catering and other services. The provision of medical service may involve sale of certain goods by a doctor to his client, e.g., false teeth, contact lens, artificial limbs, etc.

II Study useful phrases:

Tell me about (this product) Расскажите мне об (этом продукте)

What can you tell me about (this product)? Что вы можете рассказать об этом продукте?

Can you give me some information/details about this? Можете ли вы дать мне информацию / сообщить детали?

What is special/unique about this? Что в нем особенного / уникального?

What are the specifications? Какие технические характеристики?

Let me tell you about . . . Позволь мне рассказать тебе о . . .

This is our (newest) product. Это наш (новейший) продукт.

This is one of our latest designs. Это одна из наших последних разработок.

It is made of . . . Он сделан из . . .

It can be used for . . . Его можно использовать для . . .

You can use it to . . . Вы можете его использовать для . . .

You can . . . with it Ты можешь сделать . . . из него

This has/contains . . . Он содержит . . .

This one features . . . Для него характерно . . .

This comes with . . . Он продается (выпускается) вместе с . . .

This is equipped with . . . Он оборудован . . .

This particular model . . . Эта конкретная модель. . .

This is priced at . . . This costs . . . Он стоит . . .

Asking About

What does your company sell?

What products do you sell?

What do/does your [the product(s)] do?

What services do you provide?

What [kind of] services do you provide?

[asking for more detail]

Answering

Name your products

It . . .

They . . . It helps . . . They help . . .

We provide . . .

We help . . .

Study the vocabulary to talk about products:

- **order**

1. major selling points основные точки продажи
2. general design общий дизайн
3. dimensions размеры
4. specifications технические характеристики
5. benefits to customers преимущества для клиентов

- **product specifications**

1. it is ____
2. it has ____
3. it comes in ____
4. it's available in ____
5. it features ____ technology
6. compared to the ____, it is much more ____
7. unlike ____, it is ____
8. battery life
9. free shipping
10. free returns
11. money back guarantee

- **benefits to the customer**

1. it allows you to ____
2. it enables you to ____
3. you can not only ____, but also ____
4. it changes/redefines the way you ____
5. it makes your ____ more ____
6. it was designed for people who ____
7. it is the perfect choice if you are looking for something that is not only ____, but also ____

- **positively charged words**

- | | |
|-------------------|--------------------------------------|
| 1. amazingly | удивительно |
| 2. incredible | невероятный |
| 3. fantastic | фантастический |
| 4. extremely | чрезвычайно |
| 5. stunningly | потрясающе |
| 6. brilliant | блестящий |
| 7. breathtaking | захватывающий |
| 8. groundbreaking | новаторский |
| 9. extended | продленный (например, срок гарантии) |
| 10. powerful | мощный |
| 11. reliable | надежный |
| 12. optimal | оптимальный |
| 13. thin | тонкий |
| 14. lightweight | легкий |
| 15. durable | долговечный |
| 16. robust | надежный, прочный |

17. easy to use	прост в использовании
18. eco-friendly	экологически чистый
19. innovative features	имеет инновационные характеристики
20. revolutionary	революционный
21. modern	современный
22. stylish	стильный
23. safe / secure	безопасный
24. stable	стабильный

Talking about your products and services

We **make** / **produce** packaging material.

We **manufacture** car engines.

We **supply** paper products.

We **launched** a new washing powder last month. It has **revolutionised** the washing process. We have **pioneered** new ways of reducing energy costs in domestic appliances.

We are **researching** new products for the home entertainment industry. We hope to **roll them out** early next year.

We are **developing** new software for the internet. Our R&D department is working closely with our **international partners**.

PP06. Инновации в производственной сфере. Анализ рыночной продукции и конкурентоспособности товаров.

PP06. Innovation in industry. Product analysis and the competitiveness of goods.

Study the information about competitive products

Competitive Products

Competitive products are products that are manufactured to sell for profit to a specific audience or industry. They are priced in such a way that they generate a profit for the manufacturer and any resellers, as well as to compete with other similar products in related industries. Competitive product examples include shoes, clothes and household goods. When you go to a store to buy products off a shelf, you are buying competitive products.

What you need to know about your competitors

Monitor the way your competitors do business. Look at:

- the products or services they provide and how they market them to customers
- the prices they charge
- how they distribute and deliver
- the devices they employ to enhance customer loyalty and what back-up service they offer
- their brand and design values
- whether they innovate - business methods as well as products
- their staff numbers and the calibre of staff that they attract
- how they use IT - for example, if they're technology-aware and offer a website and email
- who owns the business and what sort of person they are

- their annual report - if they're a public company
- their media activities - check their website as well as local newspapers, radio, television and any outdoor advertising

How they treat their customers

Find out as much as possible about your competitors' customers, such as:

- who they are
- what products or services different customers buy from them
- what customers see as your competitors' strengths and weaknesses
- whether there are any long-standing customers
- if they've had an influx of customers recently