

IELTS LISTENING – Marketing Report S11T3



IELTS LISTENING

Marketing Report

Leo: Anna. I wanted to ask you about my marketing report. I'm not sure about it.

Anna: That's okay, Leo. So what do you have to do?

Leo: Choose a product or service. Then, compared to organizations that produce it? I'm doing instant coffee.

Anna: But haven't you got a weekend job in a clothing store? Why didn't you choose clothing?

Leo: **Q21 That was my first thought because I thought it would give me some practical examples. But when I searched for men's clothing on the Internet, there were hardly any articles. So then I looked for coffee and I found there were tons.**



Attempt Test

Anna: Yeah, there are so many brands on the market now. Okay, so how much have you actually written?

Leo: I've done part one on economic and technological factors. I found some good data on technological changes. **Q22 How in Australia, fewer people are buying instant coffee because of cheap coffee percolator is that they can use to make really coffee at home.**

Anna: But there's also a movement away from drinking coffee,

Leo: Switching to things like herbal teas instead because they think it's healthier. But that's not really to do with technology. It's more cultural anyway. For Part two I'm comparing to instant coffee companies, coffee now and Shaffers and I've made this table of products.

Anna: Right. Let's see. So you've got the brand names and prices and selling sizes and descriptions. Okay, the table looks good. You'll get marks for research there. Where will it go?

Leo: In the section on the marketing mix under product.

Anna: Not in the appendix?

Leo: No.

Anna: Okay, but it's too factual on its own. **Q23 You need to add some comments in that section about the implications of the figures.**

Leo: Right? I'll do that. Now, I want to say that I think that Shaffers is more of a follower than the leader in the coffee industry. Now I'm putting that in the section on market share. Does that seem okay?

Anna: Let's see. So you've begun by explaining what market share is. That's important, but you've got to be careful how you give that opinion.

Leo: Do you think it should go in another section?

Anna: Well, it's fine where it is **Q24 but you've got to back it up with some data or they'll say your report lacks weight.**

Leo: Okay, One thing I'm worried about is finding anything original to say.

Anna: Well, since this is your first marketing report, you're not expected to go out and do interviews and things to collect your own data. You're just using published data, so the analysis you do might not throw up anything that people didn't know before. But the focus is more on how you handle the data. I mean, **Q25 you might take something like a graph of sales directly from a website, but what makes your work original is the perspective you provide by your interpretation off it.**

Leo: Oh, you know, it's also different from business studies assignments at school. It's really surprised me.

Anna: What? How much was that you have to do?

Leo: I expected that it's more. I knew exactly what I had to do to get a good grade at school, and I knew I'd be expected to go more deeply into things here. But **Q26 I haven't got information on how the lecture is going to grade my work, what he's looking for?**

Anna: Well, one thing you have to remember is that in a marketing report, you've got to have what they call an executive summary at the beginning. I forgot that. And I got marked down.

Leo: Yeah, I've drafted it. I've got an overview.

Anna: Have you got something about the **Q27 background** there?

Leo: Yeah.

Anna: Good.

Leo: So I've just made a summary of the main I wasn't sure whether or not I should have my aim's there.

Anna: No, that's too personal. The executive summary is just like what a manager would read to get a general idea of your report if he was in a hurry.

Leo: Right then I'm okay for the first main part, all of the macro environment stuff. But it's when I get onto the problem section. I've listed all the problems that coffee now and shoppers are facing. But then what?

Anna: Well, you have to prioritize. So indicate the main problems and then you analyze each one by connecting it with the **Q28 theory**. That's where your reading comes in.

Leo: Okay.

Anna: Have you done your implementation section yet?

Leo: I've thought about it. So that's where I write about what could be done about the problems.

Anna: Yes, and it's got to be practical. So don't forget to specify things like who would be involved and the **Q29 cost** and the order that things would be done in

Leo: Well, that shouldn't take long.

Anna: You'd be surprised. Actually, that's the bit that tends to get badly done because people run out of **Q30 time** that in the conclusion.

Leo: Oh, any hints for that?

Anna: Well, it's got to draw out the main points from your report, so it's got to be quite general. You need to avoid introducing new stuff here. It's got to sum up what you said earlier.

Leo: Okay, Thanks, Anna. That's been a big help.

Attempt Test



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