



**Market Leader Intermediate Assignment 12.2**  
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**Reading – Parts C, F, G & H**

Read the article and answer the exercises in in Parts C & E. Consider your opinions about the questions in Part H and the questions below. Be ready to discuss in class with your teacher.

- Which industries do you think are the most competitive in Korea?
- Who are the primary competitors for your industry and how does your company try to stay ahead of the game?
- In Korea there seem to be so many similar shops competing to sell the same products. For example, convenient stores, chicken and beer restaurants, and coffee shops.
  - o Do you think these markets are over saturated?
  - o Why do they seem to open up right next door to each other?
  - o If you were going to open up such business, how would you make yourself unique?

**Language Review – Parts A & B**

Complete the exercises and highlight parts that are difficult to answer so that your teacher can quickly help you understand those parts in class.

**Skills – Parts A - D**

Listen to the audio files and complete the questions in Parts A & C. Then read through the roleplay situation in Part D and consider how you would negotiate from the Store Owner's perspective. In class you will negotiate with your teacher who will represent the manufacturer.