

## Lesson 54: Market Research

By Xandra

### 1. Dialogue

*First, repeat after your tutor. Then, practice each role.*

Taro works for ABC Company. Taro's job is to get more information on how to improve ABC's products. He's talking to one of their customers on the phone.

Taro: Hello, sir. I'm Taro from ABC Company. Is this Mr. Robinson?

Mr. Robinson: Yes, I'm Jack Robinson.

Taro: Would you like to **participate in** our company survey?

Mr. Robinson: What is it about?

Taro: It's about our new ice cream maker, sir. Your opinion will be used to improve ABC's products.

Mr. Robinson: Sure, I'll join the survey. Am I going to receive some products for free?

### 2. Today's Phrase

*First, repeat after your tutor. Then, make a few sentences using Today's phrase.*

1. The company president **participated in** the important discussion.
2. Jack always **participates in** school projects.
3. Have you ever **participated in** a karaoke competition?

\* **participate in** ~ / ~に参加する

### 3. Your Task

*You are doing some market research for your company. You are talking to a customer (=your tutor) on the phone. First, introduce yourself to the customer. Then, tell him why you're calling. Ask him if he has time to answer your questions. The customer will say that he's busy. Thank the customer, apologize for disturbing him, and say goodbye.*

### 4. Let's Talk

*What do you know about "market research"?*  
*Do you have any experience in doing market research?*  
*Explain your answer.*  
*Do you think market research is important for businesses?*  
*Why do you say so?*



### 5. Today's photo

*Describe the photo in your words as precisely as possible.*

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