

Lesson 66: Business Competition

By Xandra

1. Dialogue

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

Mr. Kato owns a ramen shop. His biggest business rival is a shop called Happy Ramen. His assistant, Wayne, is telling him about Happy Ramen's new business strategy.

Wayne: Sir, did you know that Happy Ramen is having an All-You-Can-Eat event?

Mr. Kato: Really?

Wayne: Yes. Happy Ramen is charging \$20 for every customer. That allows them to eat as much as they want.

Mr. Kato: This is bad for my shop. We could lose many of our customers.

Wayne: Don't worry, Mr. Kato. They may have cheap ramen, but ours taste much better.

Mr. Kato: That's true. Still, we have to think of a way to attract the customers.

Wayne: We could copy Happy Ramen. Let's hold an All-You-Can-Eat event ourselves.

Mr. Kato: That's not a bad idea. But let's **refrain from** copying the competition. Let's come up with a better plan.

2. Today's Phrase

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

1. Please **refrain from** using your mobile phone while you're in the temple.
2. Students should **refrain from** talking during class.
3. Jack is on a diet. He's **refraining from** eating rice, bread and pasta.

* **refrain from ~ / ~を差し控える、慎む**

3. Your Task

You work as a sales person at a Sony store. A customer (=your tutor) has just walked in the shop, and she's thinking of buying a mobile phone. She cannot decide if she should buy a Sony smartphone, or a cheaper one that's made in China. Tell her why it would be better to buy one from Sony. Convince the customer to buy from your shop.

4. Let's Talk

What do you know about 'business competition'?

Do you think competition is good for companies? Explain your answer.

Talk about your company's experience in business competition.

5. Today's photo

Describe the photo in your words as precisely as possible.



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