

Lesson outcome

Learners can understand the principles of the marketing mix and talk about products.

Background 1 Read the background and answer the questions with a partner.

- 1 What kind of company is eFAB?
- 2 What kind of company is TopCheng?
- 3 What would you make out of eFAB's new fabric?
- 4 Would you wear a T-shirt or jacket made from this material? Why / Why not?

BACKGROUND

eFAB, a British company that develops and manufactures cutting-edge, technically advanced textiles, was approached by TopCheng, a fashion design company in Taiwan, to develop a new type of cloth – a 'smart fabric'. TopCheng wanted the material to look and feel like normal cloth, but to include a very thin electronic element, allowing it to change colour, to display a variety of designs and even to light up. Initial market research shows that people love the idea, so eFAB's research and development team have created the new cloth and together with TopCheng's marketing department and product development team have produced several prototype T-shirts, dresses and jackets. Now the teams are working out how best to place the products in the market. The next step will be to carry out more detailed market research.



Market research 2A Read the extract from an email from the TopCheng Marketing Manager to the R&D Manager at eFAB. Answer the questions.

- 1 Who does TopCheng expect to sell the T-shirts to?
- 2 What do they say about the price?
- 3 What are they going to do next?

After detailed consideration of the marketing mix of several possible products, we have decided to carry out further market research on a smart-fabric T-shirt. We have identified the target market as teens and early 20s who love technology. We can price the T-shirts at €35, so while that isn't cheap, they will be popular as a premium product. We plan to make them available online only at first, and to promote them on social media. The next step will be to test the product with focus groups.

B **BW 5.01** Listen to the focus group discussion about the smart-fabric T-shirt. Choose the correct words in italics.

The focus group members ...

- 1 *have already* / *haven't yet* worn the T-shirt.
- 2 *don't think* / *think* the shirt is fashionable.
- 3 *have a few* / *don't have any* ideas about other possible uses for the smart fabric.

C Listen again. Make notes about the feedback on the product.

Positive feedback	Negative feedback	Suggestions