

Unit 4

1 Before you read, choose the correct definition (a or b) for the words in bold in these sentences. Then read the article to check your answers.

- 1 The company made alterations in order to **tailor** the product to the target market.
 - a make changes to something to fit different requirements
 - b use material to increase the size of a product
- 2 Hershey and Mars Inc. are examples of global companies that make **confectionery** products such as Reece's Pieces, M&Ms and Mars bars.
 - a sweets and chocolates
 - b fruit and vegetables
- 3 There were **fluctuations** in the market, which meant that profits rose and then fell.
 - a things remaining steady for a long time
 - b unexpected increases and decreases
- 4 This is a **universal** product which is suitable for global markets.
 - a designed for a range of different countries and situations
 - b designed for a specific market
- 5 Some customers prefer to buy from **homegrown** companies rather than global organisations.
 - a from a range of countries
 - b from own country
- 6 At the moment, the best-selling items in our eye range are **mascara** and eyeliner.
 - a cream for the face
 - b colour for eyelashes
- 7 We are offering regular clients a **makeover** to demonstrate our new range of cosmetics.
 - a change of style for hair and make-up
 - b new health and fitness exercises

2 Which summary matches the content of the article?

- 1 Large companies agree that marketing campaigns should be adapted to local markets. Some companies have found that cosmetics are more difficult to promote than other products.
- 2 Some global companies are making changes to their product range to reflect what local customers prefer. They are also considering the differing requirements of individual geographic areas.
- 3 Universal products are generally cheaper to produce compared to adapting goods to a specific market. Many Western brands will only adapt their range to local needs if research shows that they will be guaranteed to make a profit.

3 Match the information (1-5) with the paragraph it appears in (A-E).

- 1 company extends product range ____
- 2 what's happening as a result of competition ____
- 3 examples of changes to marketing message ____
- 4 strategy company used to demonstrate product ____
- 5 three types of products changed ____

4 Decide if the statements are true (T) or false (F).

- 1 Companies are starting to use models and music from the local area in their marketing.
- 2 Quiet stereos were introduced to one African market.
- 3 In some areas, products need to adapt to power supplies that are not always steady.
- 4 In the past, poor research meant that products were not adapted for the local market.
- 5 Oriflame introduced everything in its product range to the African market.
- 6 Local supermarket chains are in competition with Western cosmetic brands.

5 Choose a word in italics from the article to complete the sentences.

- 1 Consumers in local markets have different *tastes / results* in terms of flavours.
- 2 As well as confectionery, the company also produces *sweeten / soft* drinks.
- 3 They didn't do enough market *competition / research* on the product range.
- 4 The organisation set *out / up* branches in China and Brazil last year.
- 5 The new online marketing campaign encourages customers to spread the *word / brand* to their friends and family.



Companies adapt to local African markets

By Katrina Manson in Nairobi

- A** Big companies are beginning to tailor their marketing messages for global contexts. As a result, they are increasingly choosing local models, languages, music and food to reach target audiences. In addition, some companies are beginning to adapt their products to the tastes of local markets.
- 5 **B** This can be seen in Africa, where manufacturers of soft drinks and confectionery typically sweeten products aimed at home markets, while South Korea's Samsung recently brought out extra-loud stereos to appeal to Nigerian consumers. Other examples include fridges that can be used where electricity is unreliable due to power cuts and fluctuations in the electricity supply.
- 10 **C** One European corporate executive remarks that in the past, companies had a habit of introducing universal products to the African market as they had not bothered to do market research. But that is changing now with the arrival of competition, particularly from homegrown African companies.
- 15 **D** Swedish beauty company Oriflame set up in East Africa last year, but could only introduce 300 products from its full range of 1,500. Some of its make-up was developed for the Indian market, but the company plans to introduce darker shades of foundation for an African range soon.
- 20 **E** Often, the cosmetic products are so entirely new to local markets that customers are confused. 'Some of our customers try to put black mascara on their lips – they don't know what it's for,' says Tracy Wanjiru, at East Africa's largest supermarket chain Nakumatt.

The company set up free nail bars and makeovers to spread the word and tempt new custom for more expensive Western brands entering the market, including Revlon and L'Oréal's Maybelline.