

MAK MONEY, DO BUSINESS.- Session 3. My own company.

Caso práctico

Listen to **Carla** from the logistics department and his assistant, **Elena**, discussing about different organizational options

Script

Carla: So Elena...as I see it... we have two main options; option number one: to send our pre-palleted merchandise in an intermodal multiple-use container and option number 2 to send the already mentioned merchandise in our own exclusive container.

Elena: Yes, that's basically the decision we have to make. By the way, has the board finally validated the vacuum packaging process as the main packaging process for exports?

Carla: Yes, they have. It was a tough negotiation. Half the board was against vacuum packaging but I insisted on the fact that we must turn to new packaging methods.

Elena: And furthermore, that kind of packaging will reduce costs because no refrigerated container is needed.

Carla: Yes and that's why I also think we should combine that kind of packaging with option number 2. It can be more expensive but we have full control over the product and I think it is worth the economic effort.

Ok, then... let's move on to another topic. Have we already decided which incoterm we will be using?

Elena: Well initially we also had two options 'again' the **FOB** in which, as you know, as soon as the container is on board the merchandise is under our customer's responsibility, and the **CIF**. But we finally agreed to use the **CIF** one. That means we are responsible from the product until it hits Chinese soil. Thus, we get rid of customs problems and we assure that the product has the European quality standards.



Think about it

What does **CIF** and **FOB** mean in shipping terms?

This are global shipping terms which are used in international trade. **CIF** means Cost Insurance and Freight. That means the shipper/trader has to pay the cost of shipment up to the ship, insurance cost of cargo and freight cost up to destination port. **FOB** stands for Free On Board which means the shipper / trader pays only costs up to the ship and insurance cost, but freight charges are payed by the Buyer / Consignee.

Autoevaluación

Which decisions do they make?

Sending the pre-palleted merchandise in an intermodal multiple-use container.

- Yes.
 No.

Not really.

Excellent!

Solución

- Incorrecto (Retroalimentación)
- Opción correcta (Retroalimentación)

Sending the pre-palleted merchandise in an exclusive container.

- Yes.
 No.

Well done!

Try again.

Solución

- Opción correcta (Retroalimentación)
- Incorrecto (Retroalimentación)

Vacuum packaging.

- Yes.
 No.

Well done!

Try again.

Solución

- Opción correcta (Retroalimentación)
- Incorrecto (Retroalimentación)

Refrigerated packaging.

- Yes.
 No.

Not really.

Excellent!

Solución

- Incorrecto (Retroalimentación)
- Opción correcta (Retroalimentación)

FOB incoterm.

- Yes.
 No.

Not really!

Excellent!

Solución

- Incorrecto (Retroalimentación)
- Opción correcta (Retroalimentación)

CIF incoterm.

- Yes.
 No.

Excellent!

Not really.

Solución

- Opción correcta (Retroalimentación)
- Incorrecto (Retroalimentación)



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Aviso Legal

1.- What to say. We need to say thank you.

Citas Para Pensar

Kindness is the language which the _____deaf can hear and the blind can see.

Mark Twain.

Think about it

Write in the forum.

- ✔ Have you ever written a Thank you card? When was it? What for?
- ✔ Is it very common for Spanish people to write thank you cards?

People always appreciate a thank you especially if it is unexpected. There are lots of different reasons for saying thank you and it's good to show your _____appreciation. Perhaps your neighbour has _____fed your cat or _____watered your garden while you've been away on holiday - a small job but _____a big weight off your mind. Children in the _____UK usually say thank you to a lovely teacher at the end of the school year, and adults usually say thank you to their friends for a delicious meal or a perfect weekend. But can we do to show that we really appreciate someone's help?



Well you could just send a card and some flowers. Traditional but always effective - a small box of hand-made chocolates full of your friends' favourite sweets. You can fill a small box for about £5 and have fun choosing them from the _____cabinet. Some like nuts, some _____truffles and some soft centres in white, milk or dark chocolate.

Another way of saying thank you is to offer your services. Offer to help _____weed the garden, baby-sit or walk the dog. There are always some jobs that people struggle to get round to - that always end up at the bottom of the 'to do' list. Help your friend _____de-clutter, then take her shopping and help her choose some new things to wear.

In addition, in English-speaking countries like the UK or the US, give a food thank you is also quite common: _____Bake a cake. Everyone loves a home-made cake. Why not bake their favourite as a thank you and give it to them in a lovely cake _____tin that they can keep. Or present it on a cake plate or stand that they will treasure.

Cook your friends' favourite dish. Bake a lasagne, shepherds pie or curry. If they don't want to eat it straight away they can put it into the freezer. Think how much they'll appreciate it when they enjoy a labour-free dinner courtesy of you. Present it in a lovely new _____baker and once they've _____polished off the shepherd's pie they will have a permanent _____token of your gratitude.

Finally, another traditionally way of saying thank you for example would be with blooms. Plant some spring _____bulbs in your friends' garden - a lovely thank you that will endure and they'll be reminded of you when their garden is full of _____daffodils and tulips. Give your friend a vase or jug decorated with a special thank you message that they can fill with their _____home-grown cut flowers.

As you can see, there are many ways to show your appreciation, so what are you waiting for? I bet there are tons of people around you who deserve a thank you gesture!

Autoevaluación

Read the text again and answer the questions:

According to the text what is the most traditional and effective gift to show your gratitude?

- A card and some flowers.
- A hand-made box.
- Some chocolates arranged in a box.

Sorry, try again!

Oops! Sorry!

Good job!

Solución

1. Incorrecto (Retrosalmentación)
2. Incorrecto (Retrosalmentación)
3. Opción correcta (Retrosalmentación)

Another way of showing your appreciation is ...

- To help your friends at work.
- To help your friends with the task they hate doing.
- To help your friends with things they enjoy doing.

Sorry!

Well done!

Sorry! Read the text again!

Solución

1. Incorrecto (Retroalimentación)
2. Opción correcta (Retroalimentación)
3. Incorrecto (Retroalimentación)

Autoevaluación

Find expressions in the text which mean:

- ✓ To hate doing something. _____
- ✓ A lot of quantity. _____
- ✓ Stand the test of time. _____
- ✓ Usual, customary. _____

Answers

- ✓ To hate doing something. **To struggle to get round to.**
- ✓ A lot of quantity. **Tons of.**
- ✓ Stand the test of time. **To endure /permanent.**
- ✓ Usual, customary. **Traditional.**

A step ahead

In American History there is a quite famous celebration, the so-called Thanksgiving Day. Do you know what Americans celebrate on this day? When is it celebrated? Click the link below to read about this interesting information. Enjoy!

[The Thanksgiving Story.](#)

1.1.- Ways of saying thank you.

As stated in the previous text, it is quite important to show people that we appreciate what they do or did for US. Here you have some common ways to do so orally.



Ways of saying thank you.

English	Translation
Common phrases.	Frases comunes.
Thank you so much for all you did for me.	Muchas gracias por todo lo que has hecho por mi.
I really appreciate what you did for me, I'll never forget it.	Aprecio realmente lo que has hecho por mi y nunca lo olvidaré.
Thanks a bunch.	Mil gracias.
Thanks a million.	Un millón de gracias.
What would I have done without you!	¡Qué habría hecho sin ti!
I owe you one.	Te debo una.
I don't know what to say if thank you seems too small.	No me alcanza las palabras para agradecerte...
Thank you is not enough for all you did for me.	Gracias no es suficiente por todo lo que has hecho por mi.
I'll never thank you enough for all your help.	Nunca te lo agradeceré lo suficiente.
You were too kind, thank you very much.	Fuiste muy amable, muchas gracias.
You're the best and I'll never forget you, thank you!	Eres el/la mejor y nunca te olvidaré. ¡Gracias!
You were my saviour, I would have been lost without you.	Fuiste mi salvación, habría estado perdido sin ti.
You were an angel, thank you very much!	Has sido un ángel, muchas gracias.
Formal replies	Respuestas formales
It's my pleasure!	Ha sido un placer.
You're welcome.	De nada.
It was the least I could do.	Era lo menos que podía hacer.
That's really not necessary.	No es necesario, en serio.
You would have done the same!	Tú habrías hecho lo mismo.
Informal replies.	Respuestas informales.
No problem!	¡Anda, eso no es nada!
No sweat!	No me ha costado nada.
Oh, come on! Don't mention it!	¡Vamos, no tienes ni que mencionarlo!
Forget it!	¡Olvídalo!
Anytime.	Cuando quieras.
It's nothing!	¡No es nada!
You shouldn't have bothered!	No te deberías haber molestado.
No worries!	¡Sin problemas!

A step ahead

Watch the following video in which Rebecca will show eight polite ways of saying thank you. Have fun!

Polite English - 8 ways to sa... 



[Text summary](#)

1.2.- Now you put it into practice (I).

Autoevaluación

Say thank you to the following people by talking directly to them. Be natural and use your own words and the ones in section 1.2 . Add as many information as you want. The following example will help you.



Example:

Mary has brought you a souvenir from Egypt.

Oh Mary, thank you very much for the souvenir, you shouldn't have bothered! I love it!

- Peter has given you a lift to the office because your car broke down yesterday.
- Sally brought you a cup coffee from the canteen. You really need that coffee.
- Simon helped you a lot with the project you had to hand in yesterday.
- You were a student-worker at British Corporation and you are coming back to Spain. Your colleagues were really nice to you.

Answer

- Peter has given you a lift to the office because your car broke down yesterday. **Thank you very much Peter, I don't know what I would have done without you.**
- Sally brought you a cup coffee from the canteen. You really need that coffee. **Oh Mary, you're my saviour! I really needed a coffee! Thank you very much!**
- Simon helped you a lot with the project you had to hand in yesterday. **Thanks a bunch for all your help on the project Simon. I owe you one!**
- You were a student-worker at British Corporation and you are coming back to Spain. Your colleagues were really nice to you. **Thank you very much guys for all you did for me, I'll never forget it.**

Autoevaluación

When saying thank you, people usually reply with "it was nothing", "my pleasure etc." Write down your colleagues reply to the thank you sentences above.

- _____
- _____
- _____
- _____

Answer

- Oh, it was nothing! Anytime!
- No worries! / no sweat!
- Oh, forget it! / Oh come one don't mention it! / you would have done the same!
- It was our pleasure! / That's really not necessary!

Autoevaluación

Enter the forum and record your voice with the thank you sentences in exercise 3. Try to be natural!

Answer

Have fun!

2.- How to say it. Clauses of Reason.

Citas Para Pensar

"Reason has always existed, but not always in a reasonable form."

Karl Marx.

These clauses are used when we want to express the reason why we do something.

Clauses of reason are introduced with: **because, as, since, owing to, due to, because of.**

- ✓ **Because, Since, As:** They mean "porque" and are usually placed in the middle of a sentence. They are followed by a sentence.

- *Shakira could not sing because/as/since she was ill.*
- **Since, As:** When they are placed at the beginning of the sentence, they mean "como".
 - *Since/as it was raining, we didn't go out.*
 - *As/since she fell off her bike, she had to go and see the doctor.*

Remember the structure:

Because / Since / As + clause.

- ✓ **Because of / Owing to / Due to:** They mean "a causa de, debido a". They are always followed by a noun.

- *Shakira could not sing because of her illness.*
- *We didn't go out due to the rain.*
- **Incorrect:**
 - *She could not sing because her illness.*
 - *She could not sing because of she was ill.*

Remember the structure:

Because of/due to/owing to + noun.



Ejercicio Resuelto

Click to read the Spanish translation.

FRASES CAUSALES.

Estas frases se usan cuando queremos expresar la razón por la que hacemos algo. Normalmente se introducen por palabras como: because, as, since, owing to, due to, because of.

- ✓ **Because, since, as:** significan "porque" y suelen ir en el centro de la frase. Van seguidas de una frase (sujeto + verbo).
 - **Since, As:** Cuando se colocan al principio de la frase, significan "como". En este caso, damos antes la causa y luego la consecuencia.

Recuerda la estructura: **Because/since/as + frase.**

- ✓ **Because of / Owing to / Due to:** Significan "a causa de, debido a". Van siempre seguidos de un nombre o un pronombre.

Recuerda la estructura: **Because of/due to/owing to + nombre.**

2.1.- Clauses of Result.

Citas Para Pensar

"There are no secrets to success. It is the result of preparation, hard work and learning from failure."

Colin Powell.

These clauses are used when we want to express the result or consequence of an action. These sentences start explaining the reason and they give the result in the end.

Result clauses are normally introduced with: **so, consequently, for this reason, as a result, therefore.**

- ✓ We use "so and consequently" to join two clauses. We also use "and therefore" and "and as a result" to join two clauses.

- *Shakira was ill, so she could not sing.*
- *We all heard of his accident and as a result we didn't go out.*
- ✓ We use therefore and as a result at the beginning of a new sentence.
 - *We are not interested in those articles. Therefore, we are not going to order any of them.*
 - *She fell off her bike. As a result, she had to go to hospital.*

- ✓ We also use **so + adjective + that or such + (adj) (a) noun + that**, when we speak about the result of something.

- **So + adjective + that:**
 - *The exam was so easy that everybody passed it.*
 - *It was so cold that nobody went out.*
- **Such + (adj) (a) noun + that:**
 - *It was such a difficult exam that nobody passed it.*
 - *He is such a good teacher that all his students want to go to his classes.*

When the noun is plural or uncountable, we don't use the article "a".

- ✓ *They were such beautiful flowers that I couldn't cut them.*
- ✓ *They were carrying such heavy luggage that they had to hire two taxis.*



Ejercicio Resuelto

Click to read the Spanish translation.

FRASES CONSECUTIVAS.

Estas frases se usan cuando queremos expresar el resultado de una acción. Estas frases empiezan explicando la razón y dan la consecuencia o resultado al final, justo al contrario que las causales.

Normalmente se introducen por palabras como: So, consequently, for this reason, as a result, therefore.

- ✓ Usamos "so and consequently" para unir dos frases. También usamos "and therefore" y "and as a result" para unir dos frases.
- ✓ Usamos therefore and as a result a principios de una nueva frase.

También usamos **so + adjetivo + that** or **such + (adj) (a) nombre + that**, cuando queremos hablar sobre el resultado de algo.

Se traducen por "tan que ..."

Cuando el nombre es plural o incontable, no usamos el artículo "a".

2.2.- Now you put it into practice (II).

Let's do some exercises on reason and result clauses. This should not be too difficult for you. Let US give it a try.

Autoevaluación

Fill in the blanks with "because, because of".

1. The flight was delayed () the fog.
2. They have travelled to Ireland () they wanted to know Oscar Wilde's country.
3. She had to stay in bed () her injured leg.
4. We didn't eat anything () we had already had dinner.
5. My students were really happy () their good results.

1. The flight was delayed **because of** the fog.
2. They have travelled to Ireland **because** they wanted to know Oscar Wilde's country.
3. She had to stay in bed **because of** her injured leg.
4. We didn't eat anything **because** we had already had dinner.
5. My students were really happy **because of** their good results.

Autoevaluación

Fill in the blanks with "so or such (a)".

1. He is () lazy that he will fail all his exams.
2. These are () disgusting vegetables that I cannot eat any of them.
3. The car was () dirty that it smelled terrible.
4. It was () hot evening that we couldn't work outside.
5. The room was () crowded that we could not have any cake.
6. He is () nice man that all girls want to go out with him.



1. He is **so** lazy that he will fail all his exams.
2. These are **such** disgusting vegetables that I cannot eat any of them.
3. The car was **so** dirty that it smelled terrible.
4. It was **such** a hot evening that we couldn't work outside.
5. The room was **so** crowded that we could not have any cake.
6. He is **such** a nice man that all girls want to go out with him.

Autoevaluación

Join these sentences using "so or such (a)". Make the necessary changes.

1. The dog was very big. Everyone was frightened.

_____.

2. Their party was really noisy. Nobody could sleep.

_____.

3. It was a terrible storm. It tore down several trees on the road.

_____.

4. She has pretty eyes. Everybody looks at her.

_____.

5. They are very good parents. Their children gave them lots of presents at Christmas.

_____.

6. They had a terrible flight. They will not fly with that airline again.

_____.

1. The dog was very big. Everyone was frightened.
The dog was so big that everyone was frightened.

2. Their party was really noisy. Nobody could sleep.

Their party was so noisy that nobody could sleep.

3. It was a terrible storm. It tore down several trees on the road.

It was such a terrible storm that it tore down several trees on the road.

4. She has pretty eyes. Everybody looks at her.

She has such pretty eyes that everybody looks at her.

5. They are very good parents. Their children gave them lots of presents at Christmas.

They are such good parents that their children gave them lots of presents at Christmas.

6. They had a terrible flight. They will not fly with that airline again.

They had such a terrible flight that they will not fly with that airline again.

2.3.- Other ways to talk about the past.

Here we have an extra way to talk about the past. It's enough if you understand it, even if you don't use it.

- ✔ **"Used to"** is a past form that expresses past habits or states, which we don't have at present. For example:
 - ◆ *When I was a teenager, I used to eat lots of hamburgers, but now I am a vegetarian.*

Instead of "used to", we could use the past simple form.

- ◆ *When I was a teenager, I ate lots of hamburgers.*



FORM:

- ✔ **Affirmative:** Subj + used to + infinitive without to.
 - ◆ *My workmate used to be punctual.*
- ✔ **Negative:** Subj + did + not + use to + infinitive without to.
 - ◆ *He didn't use to wear a tie in the office.*

Remember, when we use the auxiliary verb "did", we use the main verb in infinitive (use). The same thing happens in interrogatives.

- ✔ **Interrogative:** did + subj + use to + infinitive without to.
 - ◆ *Did your boss use to compliment you on your work?*
- ✔ **"Would"** can be used in a similar way but only about repeated actions in the past, not past states.
 - ◆ *The milkman would ride a bike when I was a kid. He delivered three bottles. Now we buy our milk from the supermarket.*

This expression should not be confused with **"get used to"** or **"be used to"**, which is followed by an ing-word and means "acostumbrarse a" or "estar acostumbrado a".

- ✔ *I am used to getting up very early in the morning.*
- ✔ *I got used to do my own cooking when I started living on my own.*

- 4. At the beginning of the century we / build / lots of houses. Now we don't.
- 5. In the eighties students / learn / from books. Now / learn / the internet.

- 1. She used to drive a Mercedes. Now she drives an average car.
- 2. We used to go out every night. These days we often stay at home.
- 3. People used to smoke marihuana a lot. Now some people sniff cocaine.
- 4. At the beginning of the century we used to build lots of houses. Now we don't.
- 5. In the eighties students used to learn from books. Now they learn from the internet.

Ejercicio Resuelto

Click to read the Spanish translation.

- ✔ **"Used to"** es una forma de pasado que expresa hábitos o estados pasados, que ya no existen en el presente. Es equivalente a un pasado simple.
 - ◆ Forma **afirmativa:** sujeto+"used to"+infinitivo sin "to".
 - ◆ Forma **negativa:** sujeto+did not/didn't+"use to"+infinitivo sin "to".
- Recuerda: cuando usamos el auxiliar "did", usamos el verbo principal en infinitivo ("use") y lo mismo en las frases interrogativas.
 - ◆ Forma **interrogativa:** did+sujeto+"use to"+infinitivo sin "to".
- ✔ **"Would"** se puede usar de forma similar pero solo acerca de acciones repetidas en el pasado, no de estados pasados. Esta expresión no debe confundirse con **"get used to"** o **"be used to"**, que van seguidas de "-ing" y significan "acostumbrarse a" o "estar acostumbrado a".

Think about it

Rewrite these sentences with "used to" to express past habits.

1. My brother had an old car, but now he drives a new one.
2. Lots of office workers smoked, but now they don't.
3. Some people wrote letters and now they write e-mails.
4. My family went to the beach every summer, but they prefer mountain holidays at present.
5. I normally bought lots of things in my free time, but now I only go shopping for my children.

1. My brother used to have an old car, but now he drives a new one.
2. Lots of office workers used to smoke, but now they don't.
3. Some people used to write letters and now they write e-mails.
4. My family used to go to the beach every summer, but they prefer mountain holidays at present.
5. I used to buy lots of things in my free time, but now I only go shopping for my children.

Think about it

Write sentences with "used to" using the prompts.

Example: I / eat / lots of meat /. Now / Vegetarian.

I used to eat lots of meat but now I am a vegetarian.

1. She / drive a Mercedes. Now / an average car.
2. We / go out every night. These days /often stay at home.
3. People / smoke / marihuana a lot. Now / some people / cocaine.

2.4.- Homophones.

Do you know what homophones are?

Homophones are words which have the same pronunciation, although they are written in a different way.

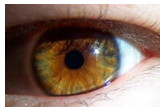
It is the context which will help US to understand and know which word we have just heard.

Some examples are:

Sea – see ; eye – I ; buy – bye ; hear – here.

We are going to provide you with a list of the main English homophones.

- ✓ Allowed – aloud.
- ✓ Ate – eight.
- ✓ Band – banned.
- ✓ Bear – bare.
- ✓ Be – bee.
- ✓ Berry – bury.
- ✓ Blue – blew.
- ✓ Buy – by – bye.
- ✓ Caught – court.
- ✓ Climb – clime.
- ✓ Die – dye.
- ✓ Hear – here.
- ✓ High – hi.
- ✓ It's – its.
- ✓ Knew – new.
- ✓ Knows – nose.
- ✓ Made – maid.
- ✓ Meat – meet.
- ✓ Missed – mist.
- ✓ None – run.
- ✓ One – won.
- ✓ Pair – pear.
- ✓ Rain – reign.
- ✓ Read – red.
- ✓ Right – write.
- ✓ Scene – seen.
- ✓ Sea – see.
- ✓ Sew – so.
- ✓ Site – sight.
- ✓ Some – sum.
- ✓ Son – sun.
- ✓ Sort – sought.
- ✓ Storey – story.
- ✓ Sweet – suite.
- ✓ Tale – tail.
- ✓ There – their
- ✓ Tide – tied.
- ✓ Two – too.
- ✓ Waist – waste.
- ✓ Wait – weight.
- ✓ War – wore.
- ✓ Wear – where.
- ✓ Weak – week.
- ✓ Weather – whether.
- ✓ Which – witch.
- ✓ Who's – whose.
- ✓ Wood – would.
- ✓ Your – you're.



You should know

In the following page you have some extra information and practice on homophones.

[Homophones.](#)

2.5.- Intonation in questions.

Citas Para Pensar

"Laughter is the mind's intonation."

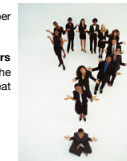
Edmond de Goncourt.

We are going back to questions, now to deal with their pronunciation. This is easy, but you should pay attention because a proper intonation is key to understanding and being understood.

Questions can be pronounced with the voice going up at the end or going down at the end. Normally questions with **yes/no answers** have a **rising** intonation, that is, the speaker stresses the ending of the question, and **wh- questions** have a **falling** intonation and the speaker stresses the beginning of the question. These are some examples of questions you might hear in an interview. Listen and repeat them out loud paying attention to the intonation pattern.

Script

- ✓ *Why do you want to work at the Plaza Hotel?* Falling.
- ✓ *What experience have you had?* Falling.
- ✓ *Why do you want to work in hospitality?* Falling.
- ✓ *What attracted you to this job?* Falling.
- ✓ *How well do you work in a team?* Falling.
- ✓ *Can you tell me about a time when you had to deal with a difficult guest?* Rising.
- ✓ *Are you able to work flexible hours?* Rising.



Ejercicio Resuelto

Click to read the Spanish translation.

Las preguntas pueden pronunciarse con entonación ascendente o descendente. Las preguntas con respuestas de sí o no tienen entonación ascendente y se acentúa el final de la frase. Las preguntas abiertas tipo "wh-" tienen entonación descendente y se acentúa el principio de la frase.

Autoevaluación

Listen to these questions and decide if they have rising or falling intonation. Write R or F in the gaps.

Matching exercise

Question (1)	Intonation (1)	Question (2)	Intonation (2)
Do you work in Ubrique?	<input type="checkbox"/>	Have you got any brothers or sisters?	<input type="checkbox"/>
Does Mary live alone?	<input type="checkbox"/>	When do you arrive home?	<input type="checkbox"/>
Where do you usually eat your lunch?	<input type="checkbox"/>	Did she write all the letters?	<input type="checkbox"/>
Why did they finish so early?	<input type="checkbox"/>	Why did you come so late?	<input type="checkbox"/>
Can you swim?	<input type="checkbox"/>	Did they finish on time?	<input type="checkbox"/>
What can she do? How many words can he type in a minute?	<input type="checkbox"/>	Where are you from?	<input type="checkbox"/>
Are your brothers living in your city?	<input type="checkbox"/>	Are you living in the city centre now?	<input type="checkbox"/>
Did the secretary do all the filing?	<input type="checkbox"/>	What is the time?	<input type="checkbox"/>
Where were you born?	<input type="checkbox"/>	Will you help me?	<input type="checkbox"/>
Where did you go yesterday?	<input type="checkbox"/>	Who is making that terrible noise?	<input type="checkbox"/>

Enviar

After this exercise, you should know very well the intonation of the questions.

3.1.- How to write a Thank you note.

Thank you! These are welcome words to all of us. A thank you communicates that we are valued and appreciated. Not receiving a thank you suggests that we are taken for granted. That is why an expression of thanks can make all the difference in a business relationship. Luckily, thank you notes are among the easiest messages to write, especially when you follow these tips and suggestions:

1. Do not procrastinate. Send your thank you note as soon as possible. The longer you wait, the less likely you are to do it and the more likely someone somewhere is feeling unappreciated.
2. Send it the old-fashioned way--in the mail. Some say it is okay to send it via E-mail. It is true that something is better than nothing, but receiving a card in the mail is far more exciting.
3. Hand-write your note. When learning how to write thank you a thank you note, many reach for their laptop. That is fine, but try something different. Connect with your heart and pick up your pen--even for business notes. Typing is faster, but a neatly written note has the personal human touch of appreciation that every person is longing for.
4. Be specific, positive and honest. Mention exactly what you are thanking them for and why you appreciate it. This is not the time to critique the gift, it is the time to be appreciative.
5. Be brief and to the point.
6. Use the word "You" more than the word "I."

Here are the basic parts to every thank you note:

- ✓ Salutation. For example: Dear _____.
- ✓ Thank you for the _____.
- ✓ A sentence complimenting the other person or when you receive a gift, a sentence mentioning the gift's usage.
- ✓ Thank again.
- ✓ Sincerely, your name.



3.2.- Now you put it into practice (III).



Think about it

Here you have two examples of thank you notes. Read them carefully and answer: What is the most appropriate one? Why?

A)

Dear Elizabeth,

I just love the cuddly blanket you gave me at my baby shower. You have a gift for finding the most adorable things. I can't wait to bundle my little girl in the blanket. I just know she will love it. Thanks for making my baby shower such a special day.

Love,

Anne.

B)

Dear Elizabeth,

Thank you for the cuddly blanket. You have a gift for finding the most adorable things. When my baby girl is wrapped in the warmth of your thoughtful present, I will think be sure to think of you and all of your well wishes for my growing family. Your presence at the shower made the day that much more special. Thanks again.

Love,

Anne.

Though both are OK, B is a little bit more correct. If you read A carefully, you will notice how often the writer refers to herself in this short note. The words, "I," "me" and "my" appear a total of 7 times, whereas the word "you" is only mentioned twice.

A step ahead

Make it real!

It is time for you to say thank you. Though we said before that it is better to send thank you cards in the regular mail, since our course is online, we are going to take advantage of the Internet access to thank your tutor for being there for you throughout the year. Click on any of the links below and enter an e-card website. Customize your card and send it to your tutor. If you feel like, you can also send a card to any of your classmates. Have fun!

[Send your own Thank you card 1.](#)

[Send your own Thank you card 2.](#)

4.- Your personal project.

In this section you are going to design a company of your own. These are the steps you are going to follow:

- ✓ Type of business.
- ✓ Company information.
- ✓ Your own ad.
- ✓ Corporate image.
- ✓ Management and Organisation.
- ✓ Trade Fair.



4.1.- Type of business.

You are going to design your own enterprise.

Decide the type of business you are going to create.

You can choose the business according to your specialization, your interests or your career. Choose something you like or any type of business which is easy to get information about.

Start thinking of the name of the company, the logo, the stationery, etc.



4.2.- Company information.

ABC-guide information.

Your should give publicity to your new products and services. Maybe, the best idea is to publish an ad in a well-known ABC- guide. Here is one examples:

San Diego Event Connection.

Event Connection 360° can help you find the perfect venue and vendors for your next San Diego event, meeting or party. Visit EventConnection360.com to receive your free, customized recommendation list for your next San Diego, Orange County or San Francisco Bay Area event. Or, search our online database filled with hundreds of local venues and vendors. We have extensive partnerships with hotels, restaurants, museums, country clubs, caterers, entertainers, photographers and many other event professionals. Photo courtesy of the Prado. (658) 695-3895



4.3.- Your own ad.

Write your own ad.

1. Write the contact information: name of the company, address, telephone, fax and e-mail.
2. Highlight the most important facts and details about your company, details that are necessary in order to establish future business negotiations.
3. Use emphatic and euphemistic words: state-of-the-art, premium, top quality, upmarket, high standards, excellent, comprehensive, leading, refurbished, etc.



4.4.- Corporate image.

The Corporate Image .

All the companies should have a corporate image designed to give coherence and cohesion to all its written material. The corporate image is mainly featured in the stationery, in business cards, and of course in the logo that appears in anything related to the company.

1. Create the logo of your company.
2. Design the letterhead of your stationery.
3. Draw and design the business cards for the members of your company.



4.5.- Management and Organisation.

Management and Organization.

You have to organize a meeting with the board of managers and executives. The board has to plan the strategies of marketing of the company. The board has to discuss several issues such as: the company resources, products and services, possible providers and customers. Prepare the meeting and organize your ideas following this agenda:

- ✓ Think and list the resources of the company: staff, inversion, and facilities.
- ✓ Design the Organization chart: staff
- ✓ Nominate the managers of the company, appoint the rest of the posts.
- ✓ Decide which are going to be the products and services that the company is going to offer.
- ✓ Consider the necessities and think about the possible providers and your relation with other companies of the sector.
- ✓ Think about your possible customers and ways of approaching them.
- ✓ Comments and questions.

Now write your own report for the meeting.

Market Research

Now browse the Internet for information about companies similar to yours.



