

Answers

A) Match the phrases to the definitions

Based on the context of the article, can you match the words in the box to the definitions listed below? Then add the word into the example sentence. You may need to change the form of the word to fit the meaning of the sentence.

To differentiate yourself	niche (audience/market)	to gain exposure	presence
To break into (a market)	to stand out	build brand awareness	
In uncharted waters	to gain a foothold	market share	
to bring something to the table	to propel someone to prominence		

1. To enter a market: **to break into a market**

*"We are currently trying to **break into** the European market."*

2. The percentage of total sales in an industry generated by a company: **market share**

*"Nokia's **market share** started to decrease in the year 2008."*

3. To bring something valuable to a discussion, project or industry: **to bring something to the table**

*"We believe that we **bring** something unique **to the table**."*

4. Appealing to a small section of the population or the market: **niche**

*"We need to find a **niche** audience for our product."*

5. In a new situation that you have never been in before: **in uncharted waters**

*"It is really difficult to succeed when you are in **uncharted waters**."*

6. To be easily noticeable: **to stand out**

*"They **stand out** from their competitors because they have such a unique brand image."*

7. To make somebody well-known quickly: **to propel someone/something to prominence**

*"Her second novel really **propelled** her **to prominence** as an author."*

8. To be seen more in the market: **to gain exposure**

*"We are posting daily YouTube videos in order to **gain exposure** for our brand."*

9. To make yourself or your brand different from the competitors: **to differentiate yourself from**

*"If you want to get hired, you need to **differentiate ourselves from** the other candidates through charisma and innovative ideas."*

10. To improve the extent to which people recognise your brand: **to build brand awareness**

*"We need to **build brand awareness** by posting more content online."*

11. To get yourself into a position in a market from which you can then gain more clients and increase your market share: **to gain a foothold**

*"Once we have **gained a foothold** in the market with our first clients, we should be able to build through word of mouth."*

12. Being somewhere: **presence**

*"We need to improve our Instagram **presence**."*

B) Key Words in a New Context

Breaking into a New Market

As you all know, we are looking to **break into** the vegan market with a new range of meat-free food products. As a company who are well-established as producers of quality burgers and sausages, we are already **prominent** players in the meat industry, but the eco-friendly, vegan industry is completely different, so we will be entering into completely **uncharted territory**. This will prove to be an extremely challenging and daunting project, but we feel the need to move towards offering alternatives to our meat products. It is important that we don't underestimate how challenging this is going to be, and how this market makes a real effort to **differentiate themselves** from the mainstream market.

We have tested our products, and we believe that the taste of our vegan range is superior to those on the market at the moment, so we clearly have a lot to **bring to the table**. Our challenge is to let the customers know that by **gaining exposure/building brand awareness** as much as possible in the new market. Our packaging is really bright, so it will certainly **stand out** on the shelves of some of the smaller eco-stores which we already have contracts with.

We already have a strong social media **presence**, but I believe that we need to show ourselves participating in eco-friendly projects in order to build trust among our future consumers. We could also attend vegan conferences and trade shows to network and showcase the company's products or services to **build brand awareness/gain exposure**.

We have to understand that breaking into a new market takes time and patience. It may take several months or even years to **gain a foothold** in the market by getting our products onto the shelves of a major supermarket. However, if we stay persistent and continue to innovate, we can ultimately achieve success.

C) Comprehension Questions

1. Based on the tone of the first paragraph, to what extent do you think the company's experience as prominent meat producers will prove an advantage in their new market?
The believe that their experience will not prove much of an advantage in the vegan market, because the industry is completely different, and the industry tries to differentiate itself from the mainstream food market.
2. What do you think that the adjective 'daunting' could mean in the first paragraph?
If something is daunting, it is something scary or intimidating which is coming in the future. E.g. the daunting exam / the daunting job interview

We have some clues in the text, as it mentions that the vegan food industry will be uncharted waters for the company.
3. What 3 key strengths does the company have which could help them to succeed in the new market?
The taste of their products is superior to others on the market; their packaging is bright and will stand out on the shelves of a vegan food store; they have a strong presence on social media.
4. To what extent does the author believe that the company has a foothold in the new market?
The author believes that the company will gain a foothold in the new market only when their products appear on the shelves of a major supermarket. So far, the company only has projects in some smaller vegan stores.