

Welcome to English Champions!

24 Hour Independent Carpet Radio (carpet news from around the world--24 hours a day)

Season 2 - Session 2 | 26 September, 2016

Contact:

martyn.whittaker@billyfire.com

sian@englishchampions.fr

Phone: 06 07 08 48 02

Download session 2 materials at: <http://englishchampions.fr/business/>

Helen Badger: Hello this is Helen Badger, Mr Tufty's executive assistant. Mr Tufty is sorry he cannot address you in person tonight, but he has asked me to pass on the following message.

Mr Tufty: Hello again. I hope you have all had a lovely vacation and your batteries are full recharged and you are ready to get back to work. I am sorry I cannot join you tonight, but I have some business to attend to in the British Virgin Islands and I will not be returning for two more weeks.

As you may remember, due to a clerical error, the Tufty factory produced 50,000 square meters of *Duckstar Carpet* instead of the 5,000 that were planned. To make matters worse, the carpet was supposed to have been dyed an emerald green color. Instead it was dyed a very bright fluorescent lime-green.

Tufty Carpets had a serious issue warehousing all this carpet and the situation had badly affected the company's cash flow situation. As you may remember, the solution was to sell the carpet as quickly as possible. I decided that a radio advertising campaign to run on the local radio station was the answer.

You, my executive team, wrote a powerful advertisement that has resulted in strong sales, unfortunately an investigative journalist, Harry Hemsworth, from Independent Carpet Radio News has received some anonymous information from a former member of staff (I suspect Manon Whiner). Harry Hemsworth believes he knows the truth behind the lime green carpet and he wants answers!

Now, this is where you come in! I want one of the members of my executive team to handle the press and I would like you all to try out for the position of company spokesman/woman.

I do not want, under any circumstances, for the public to find out the DuckStar Carpet was a big mistake. I would become the laughing-stock of the industry.

In any interview, the company representative must make the following points:

- Duckstar is high quality, hard wearing carpet
- Duckstar provides amazing value for money
- Lime Green fits perfectly in children's bedrooms, and the children love it
- Buying DuckStar helps a worthy cause

- I am 100% behind my executive team

Of course, I hope there will be no reason to not be 100% behind my executive team!

Anyway, I look forward to seeing you all in two weeks. Good night and thank you.

The carpet

Name: DuckStar Carpet.

Style: Cut Pile.

Color: Lime Green.

Minimum price: £5 per square meter plus V.A.T. (Value Added Tax)

The carpet is hard wearing and has a deep pile. It feels very soft to the touch. It is stain-resistant and can be steam-cleaned.

DuckStar can be used in residential or commercial situations

The carpet can be purchased on the internet or at Tufty's factory shop.

Tufty Carpets donate 10% of sales of DuckStar carpet to the Wildfowl Preservation Trust. The company also offered a special prize of a duck hunting trip to the winner of a prize draw.

Tufty offers free carpet laying to the first ten customers to buy DuckStar (for orders over £1,000)

Free financing is available for five years.

Some adjectives/phrases to describe *Duckstar Carpet* and Tufty's offer

I'm sorry I can't comment on that

Luxury/Luxurious

Make your neighbors envious

Beautiful

Amazing savings

I'm sorry, I can't comment on internal management decisions

Exquisite

Best value

Mr Tufty supports his management team one hundred percent

Comfortable

Attractive

Duckstar has been one of our most successful products

Good-value

Top-quality

Great-value

Helping a good cause (e.g.

Tufty's donation to the Wildfowl Preservation Trust)

Tufty has a very efficient production process

Exclusive

Amazing opportunity

A chance to win an amazing duck hunting vacation

Look and feel great

Rich color

Children love it!