

Отработка 6

Competitive Strategies

Task 1 (page 1, ex. B)

- | | |
|------|-------|
| 1) a | 6) b |
| 2) c | 7) b |
| 3) a | 8) b |
| 4) a | 9) c |
| 5) b | 10) c |

Sum: $3+1+1+1+2+2+2+2+1+1=16$

I partially disagree with the test result. I tend to be competitive, I like to win, but I don't like to put my victories and achievements on public display once again. I don't like being discussed behind my back. But I don't hide them at all. There is a certain circle of people to whom I am always ready to tell about my own achievements and victories, because it is these people who support me and I support them. However, as a result of the test, it is absolutely true that I like to work in a team, because this approach is both more productive and more fun, but only if the workflow does not turn into entertainment. Because the constant distraction from work leads me to the desire to do the work on my own, without anyone's help.

Task 2 (page 2)

Ex. A

- | | |
|----------|--------------|
| 1. field | 5. goalposts |
| 2. seat | 6. ball |
| 3. neck | 7. game |
| 4. horse | 8. race |

Ex. B

a	b	c	d	e	f	g	h
1	7	3	8	4	6	5	2

Ex. C

- | | |
|------------------------|------------------------------|
| 1. playing field | 5. flogging a dead horse |
| 2. a one horse race | 6. in the driving seat |
| 3. ahead of the game | 7. are neck and neck |
| 4. moved the goalposts | 8. keep your eye on the ball |

Ex. D

The feeling that I'm flogging a dead horse arises in my personal life if I don't do anything useful throughout the day. And at work, it occurs if I can't do something for the whole day that blocks further work. If we consider the Russian IT industry market, then Yandex, where I currently work, is ahead of the game. But if we consider the global market, then Google is ahead of the game, which in my opinion would be interesting to work in. However, at the moment I feel like I'm in the driving seat, because I work for one of the largest IT companies in Russia. But I really don't like companies that move the goalposts, especially in the software field, like Google.

Task 3 (page 4)

Ex. C

1. crush, dominate
2. match, rival
3. overtake
4. regain
5. exceed

Ex. D

1. exceeded
2. dominated
3. rivals
4. overtook
5. regained
6. match
7. crush

Task 4 (page 5)

Ex. A

- | | |
|-------------|-----------------|
| 1. probable | 6. not possible |
| 2. possible | 7. certain |
| 3. certain | 8. possible |
| 4. probable | 9. probable |
| 5. certain | 10. possible |

Ex. B

- | | |
|--------------|------------|
| 1. might | 5. should |
| 2. shouldn't | 6. can't |
| 3. may not | 7. may not |
| 4. must | 8. might |

The 4 Ps of the marketing mix

- summarize the theory given in the video

The marketing mix is a combination of product, price, promotion and place. Each of the parts includes certain parameters, thanks to which the product adapts to the consumer. So the product includes quality, packaging, design and brand. Price includes retail price, discounts, payment plans and credit terms.

Promotion includes advertising, public relations, personal selling and emails. And place includes retail location, distribution, delivery or downloads. This four Ps method allows you to adjust the product to the consumer based on his needs.

- choose the product and identify its 4 Ps, give your reasons

Consider the target market consisting of people working in IT. And as a product, let's take some abstract mobile program with a minimalistic design, but very large functionality for organizing your time and notes, for example, things 3. Then the feature of the product will be its design, functionality and quality. When targeting such a large market and for each individual client, it is worth considering the opportunity to spend a certain amount of money. The best option would be a price from 5 to 15 dollars, without additional subscriptions. As a promotion, you can run small promo videos demonstrating the real work of the program on popular IT resources. And as a place to download after purchase, it is best to choose the most popular app stores: AppStore and GooglePlay.

Porter's Generic Strategies

- summarize the theory given in the video

Every organization needs a clear strategy. Porter's Generic Strategies can help you to make the best choice for your organization. Michael Porter identifies three strategies:

- Cost Leadership Strategy;
- Differentiation Strategy;
- Focus Strategy.

Cost Leadership Strategy focused on increasing profits by reducing operating costs and charging lower prices. The Differentiation Strategy focuses on making your product or service attractive and unique in comparison to those of your competitors. The Focus Strategy concentrates on developing products or

services for a niche market, using this strategy requires a deep understanding of customers needs.

- provide 3-5 examples (companies/brands) to each type of strategy

Cost Leadership Strategy: Walmart, Costco, IKEA, KFC

Differentiation Strategy: Apple, Tesla, Yandex

Focus Strategy: The North Face, Kaspersky, Rolls-Royce, Cultured Code