

Task 3 : We are one**Worksheet 2****Team members (5-6 students)**

No.	Student ID	Name & Surname
1	6504062610013	Kob (no surname)
2	6504062610170	Paphawarin Suchantabut
3	6504062610331	Usanee Komas
4	6504062620205	Sutthara Pornlerdsawangasuk
5	6504062630391	Ornnapa Sagunee

Description of work

Content	Brief Explanation	Use of learned vocabulary, expressions, or expressions/ grammar	Person in charge
1. Rationale	In the present day, people are paying more attention to appearance . The area around the lips is a part of the body that should be taken care of regardless of gender. Although in the past, the use of lipstick was often uncommon among men, perhaps because the packaging seemed more suitable for women, causing some people to hesitate to carry or use it. Therefore, we are interested in producing lip balm to nourish the lips while providing value and ensuring the highest quality of product usage. The product is designed to be effective and suitable for all genders and ages, making it convenient and easy to use .	Vocabulary : appearance , uncommon , value , effective , producing Grammar : - Subject relative clause with “ that ” - Subordinating conjunction “ although ” and “ because ” - Gerund + be + adjective - Passive voice	Ornnapa Sagunee
2. Benefits	Save the world : - By minimizing the use of non-recyclable plastics and avoiding animal testing, this	Vocabulary : customer , appearance , attractiveness , industrial	Usanee Komas

	<p>product reduces environmentally harmful products.</p> <ul style="list-style-type: none"> - Formulated with natural ingredients and free of chemicals, this product potentially reduces greenhouse gas emissions that impact the environment. <p>Support :</p> <ul style="list-style-type: none"> - To assist in lip care, this nourishing lip balm keeps lips moisturized and prevents dryness, benefiting users of all ages and genders. - By enhancing the attractiveness of lips, and increasing customer confidence in appearance. - Opting for quality materials in the industrial aspect promotes the use of fewer environmentally impactful materials in chemical production. <p>Product advantages :</p> <ul style="list-style-type: none"> - Lips are nourished to keep them moisturized throughout the day. - It prevents lips from darkening because it has UV protection properties. - This product offers portability and ease of application. 	<p>Grammar :</p> <ul style="list-style-type: none"> - Passive voice - Subordinating conjunction “ because ” - Present & future time clauses with “ after ” 	
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	- After using the product, there will be no sticky texture left on the lips.		
3. Implement a. Organization Background b. Target audience c. Traits of product or service d. Information to attract consumers.	<p>a. Our company has arisen from the joining of individuals who are interested in self-care. We have chosen to produce lip balm because we have previously tried using various products and, afterward, had the idea to develop it into our own. This will lead to the establishment of our company.</p> <p>b. This lip balm is suitable for people of all genders and ages, or anyone who desires to keep their lips moisturized.</p> <p>c. The lip balm utilizes ingredients of natural value, such as lanolin, cocoa seed, shea butter, and vitamin E, for the natural nourishment of lips. It possesses UV sunlight protection properties to guard against sun-induced lip damage. Our product has a concentrated formula that can last all day, preventing lips from drying out and ensuring comfort. The packaging is lightweight, making it convenient for on-the-go use, and the lip balm's texture is non-sticky, providing a light and comfortable feel on your lips. Our product is priced affordably, and accessible to both students and working individuals, making it easy to purchase. Because our group believes in gender equality, we support and cater to everyone, including women, men, and LGBTQIA+ individuals. Our lip balm is truly suitable for everyone.</p>	Vocabulary : colors , customers , Advertising , posting , positive , purchased , develop , produce , value Grammar : - Passive voice - Subject relative clause with “ who ” - Connecting ideas with “ because ” - Present Perfect - Review of future forms	Paphawarin Suchantabut

	<p>d. - The products are designed using easily accessible colors, suitable for use by all genders and ages, and are packaged to attract customers.</p> <p>- Advertising is done by posting through popular social media platforms such as TikTok, Instagram and X.</p> <p>- There are discounts available for loyal customers who accumulate points.</p> <p>- There are promotions and limited edition products available for the festive season. There are positive reviews from customers who have previously purchased the products.</p>		
<p>4. Advertising</p> <ul style="list-style-type: none"> - Digital platforms used - Details to put on the platforms 	<p>- Using TikTok, Instagram, and X is useful for our group. We will advertise by shooting ads to users across various platforms, with advertisements popping up during app usage.</p> <p>- The information used in the advertising is as follows.</p> <ol style="list-style-type: none"> 1) The product name. 2) The slogan of the product : Big mouth Juicy mouth 3) The price of the product 4) The promotion offered. 5) Contact channels for purchasing products. 	<p>Vocabulary : slogan , advertising , purchasing , advertisements , advertise</p> <p>Grammar :</p> <ul style="list-style-type: none"> - Gerund + be + adjective - Review of future forms 	Kob
<p>5. Presentation (Organization of the presentation topics)</p>	<p>1) Good afternoon class. Today our group would like to present the presentation of our company and product. Our company, named Big Mouth , produces lip balm.</p>	<p>Vocabulary : produces, options , audience , value , colors , be yourself , fall in love , go on a first date , effective</p>	<p>Sutthara Pornlerdsa wangsuk</p>

	<p>2) Let me introduce the group members , first Miss Kob , second Miss Paphawarin , third Miss Usanee , fourth Miss Sutthara , and the last one Miss Ornnapa.</p> <p>3) When 'lipstick' is mentioned, it's often associated with women. However, nowadays, people of all genders can be interested in lip care. Societal norms may limit options for lip care, leading to the formation of this company by individuals wanting to improve lip care products.</p> <p>4) Our target audience encompasses individuals of all genders and ages.</p> <p>5) - Even though Thailand is a hot and intensely sunny country, our lip balm possesses the ability to protect against UV sunlight. It is advisable to use a UV-protective lip balm because prolonged exposure to sunlight can cause our lips to darken.</p> <p>- The application of the lip balm is incredibly easy – just apply it to the edges of your lips. You can use it anywhere and anytime as it is non-sticky and convenient to carry.</p> <p>- We value gender equality, so we have designed packaging that doesn't overly target women to erase the stereotype of lip balm. Currently, we have three colors and three formulas for sale: " be yourself " : an original formula with a gentle scent suitable for daily use. " fall in love " : a formula with a peachy fragrance for a refreshing fruit sensation.</p>	<p>Grammar :</p> <ul style="list-style-type: none"> - Present & future time clauses with “ when ” - Subordinating conjunction “ Even though ” , “ because ” , and “ so ” - Review of future forms 	
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	<p>" go on a first date " : this formula has a sweet chocolate aroma with a hint of soft mint. Each formula is made with natural ingredients such as lanolin, cocoa seed, shea butter, and vitamin E to provide the most effective lip care.</p> <p>- The product prices range from 100 to 300 baht, making it affordable for students, working individuals, and anyone. The first set of products that we will be selling will be priced at 199 baht.</p> <p>- As a special promotion for Valentine's Day, we offer a buy-one-get-one-free deal on all colors and scents. Whether you're buying it for a loved one or for yourself, it will benefit the lips of the recipient.</p>		
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