

Different types of products and services

VOCABULARY

LEVEL
Beginner

NUMBER
EN_BE_2215V

LANGUAGE
English

lingoda

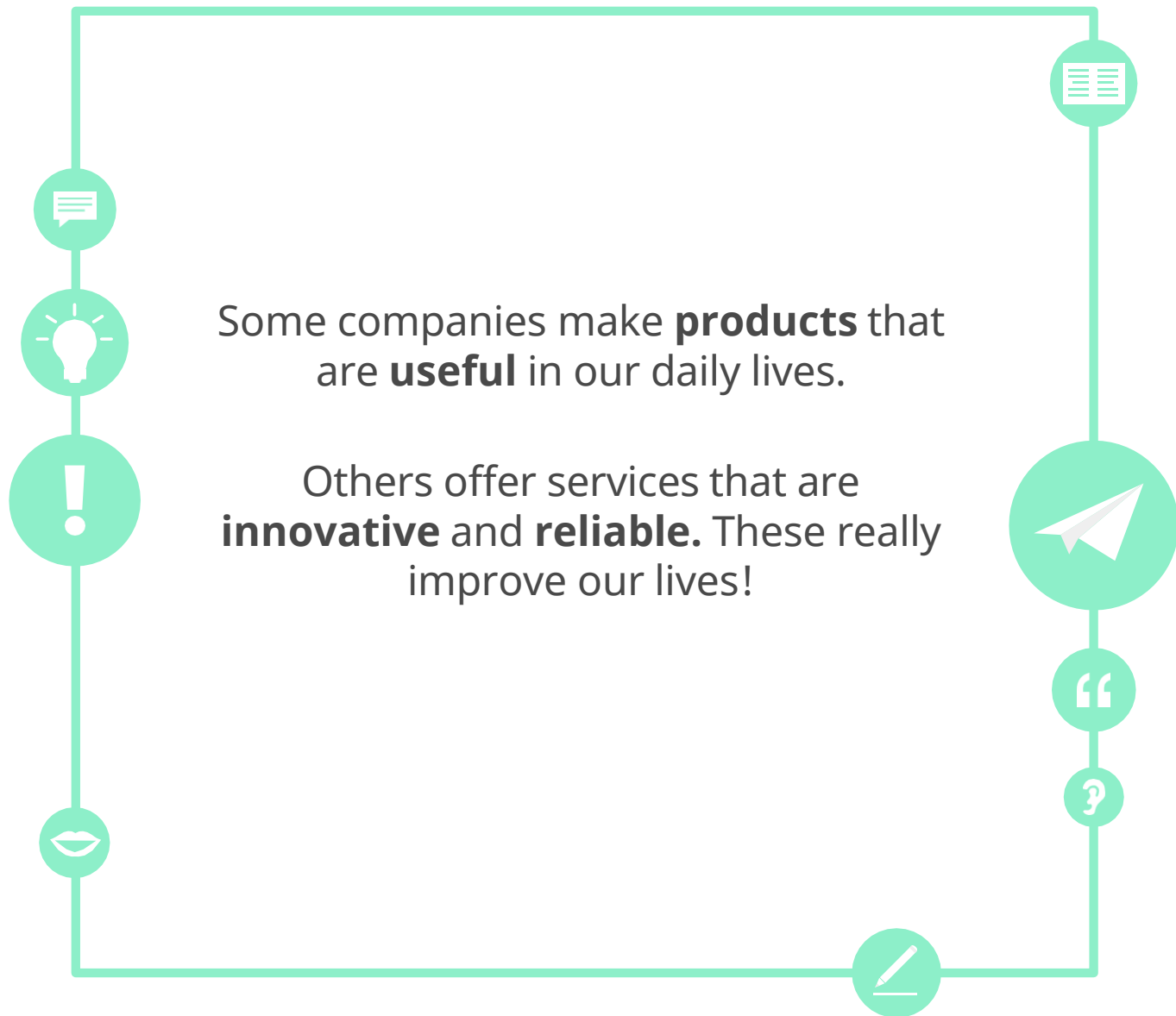




Goals

- Can correctly use simple vocabulary related to products and services.
- Can identify and describe the quality and features of a product or service.







Products and services

In this lesson you are going to learn the difference between **products** and **services**.



What is a **product** that you cannot live without?

product

service



A **product** is something you can buy, sell and hold in your hands.
A **service** is an action or a job done for you.



New words

to manufacture

Samsung **manufactures** electronic products.



to offer

John Lewis **offers** 24-hour customer service.





New words

it provides

We **provide** a complete package, including massage, spa and food.



it helps

Our pillow **helps** you sleep better at night



it prevents

Our steel frames **prevent** damage to your glasses.



special

unique

Something **special** is held in high regard.
Something **unique** is distinctive, and considered the only one of its type.



We saw a **special** view last night.
The **unique** colour of the sand was very interesting.



Fill in the gaps

Use the vocabulary in the lesson to complete the sentences below

1. Our restaurant_____a dining experience that is second to none.
2. This course really_____me with my language learning.
3. The smartphone is one of the most successful_____of modern times.
4. Waiters and waitresses provide an essential _____in the restaurant business.
5. We need to_____a range of parts before we put the product up for sale.
6. We can_____you with an investment of £10,000.

provide
manufacture
helps
offers
products
service



Create sentences using the verbs

to manufacture

it prevents

it helps

to offer



Role play

Tell your teacher about a product you think is *special* or *unique*



It helps...

It prevents...

innovative

Something that is **innovative** is something new or not seen before.



Virtual reality (VR) technology is very **innovative**.



New words

attractive

Tablet computers have **attractive** and sleek designs.



useful

Grocery delivery is a **useful** service offered by supermarkets.





New words

reliable

My computer is very **reliable** – it rarely has any problems.



long-lasting

Yamaha's instruments are **long-lasting**, with a high quality sound.



affordable

premium

Affordable products don't have a high cost.
Premium items have a high value and price.



Apple is a leader in **premium** electronic products.
IKEA produces **affordable** furniture for your home.



Describe

Talk to your teacher about the qualities of the product below



1

Is it an affordable product, or a premium one?

2

Is it reliable and long-lasting? Why/why not?

3

Is it attractive? Is it useful? How?



Discuss

What is most important to you when looking for a product or service?

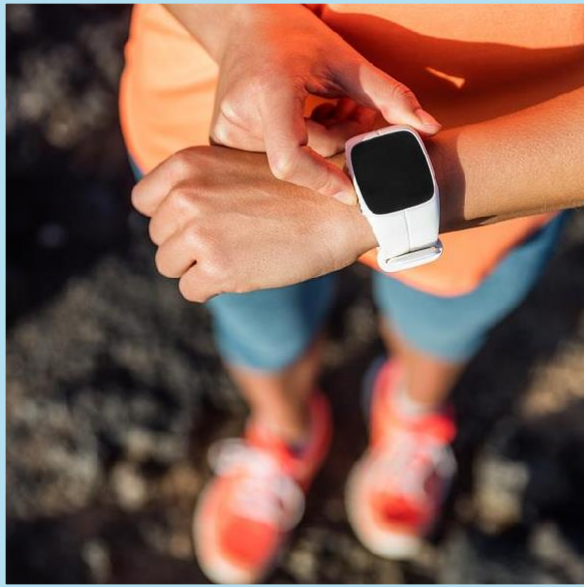
It's affordable?

It's reliable?

It's innovative?



Sell, sell, sell



Try to sell this product to the group.

Highlight some of its positive features using the vocabulary covered in class.

it weighs

it measures



A laptop **weighs** less than 2.5 kilograms.
The display on this model **measures** 15 inches.

in length

width

If we want to give more specific **dimensions**, we can use these phrases.



This Olympic swimming pool is 50 metres **in length**.
It has a **width** of 25 metres.

made of

We can also mention the **materials** used to make a product.



Fender guitars are usually **made of** ash wood.



Describe the physical aspects of the products below

bed

car

camera

guitar

smartphone

glasses

shoes

refrigerator

headphones



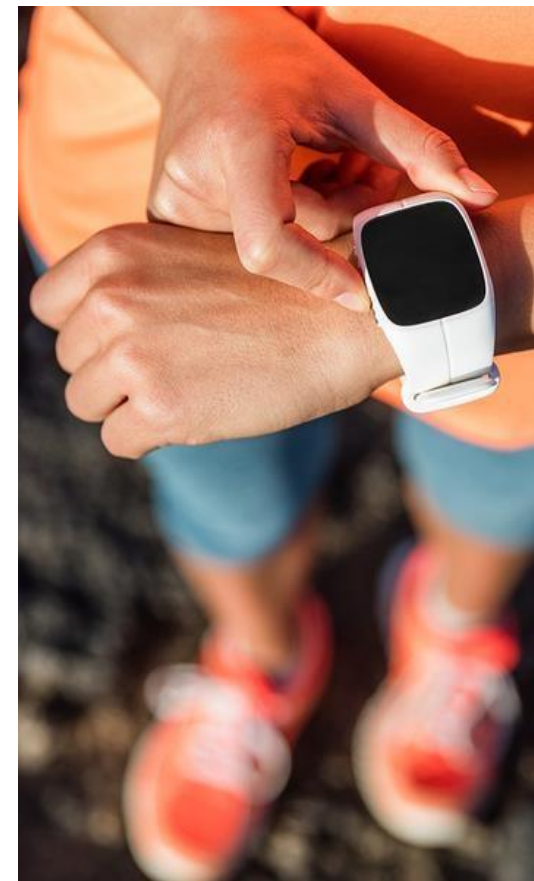
Read the text

The Smart Watch is a successful product with a range of useful features.

The Smart Watch includes stainless steel, glass and aluminium parts, and comes with a small processor inside. The materials are all very high quality.

The Smart Watch helps customers to order food, measure their fitness and control appliances in their home. Smart Watch's company provides customer service to their clients to create a positive relationship and to prevent them from getting angry with the company if there are problems.

As a luxury product, consumers expect the Smart Watch to be long-lasting and reliable. Their products aren't the most affordable. But, they say you get what you pay for!



Now read the questions about the text and answer them with a partner



Reading comprehension

What are some of the materials used to manufacture the Smart Watch?

Is it a premium product? Why?



Reading comprehension

What are some of the features of the Smart Watch? Which of these features do you consider useful?

Do you consider the Smart Watch to be an innovative product? Explain your answer.



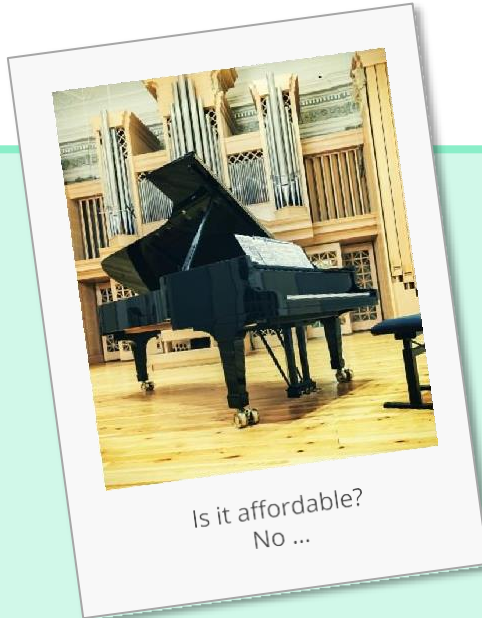
Imagine you are...

...Head of Product at a rival company and you have created an even better smartwatch. Prepare a short presentation about your product.





Guess the product



Your teacher is thinking of a product.

Guess what it is by asking Yes/No questions using the vocabulary from the lesson!

If you're successful, swap roles with the teacher.

You have 10 questions!
If you get stuck, try the questions below.

Is it reliable?

Is it useful?

Is it a premium
product?

Is it innovative?



Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no





Reflect on this lesson

Think about everything you have seen in this lesson.
What were the most difficult activities or words? The easiest?









If you have time, go over
the most difficult slides again



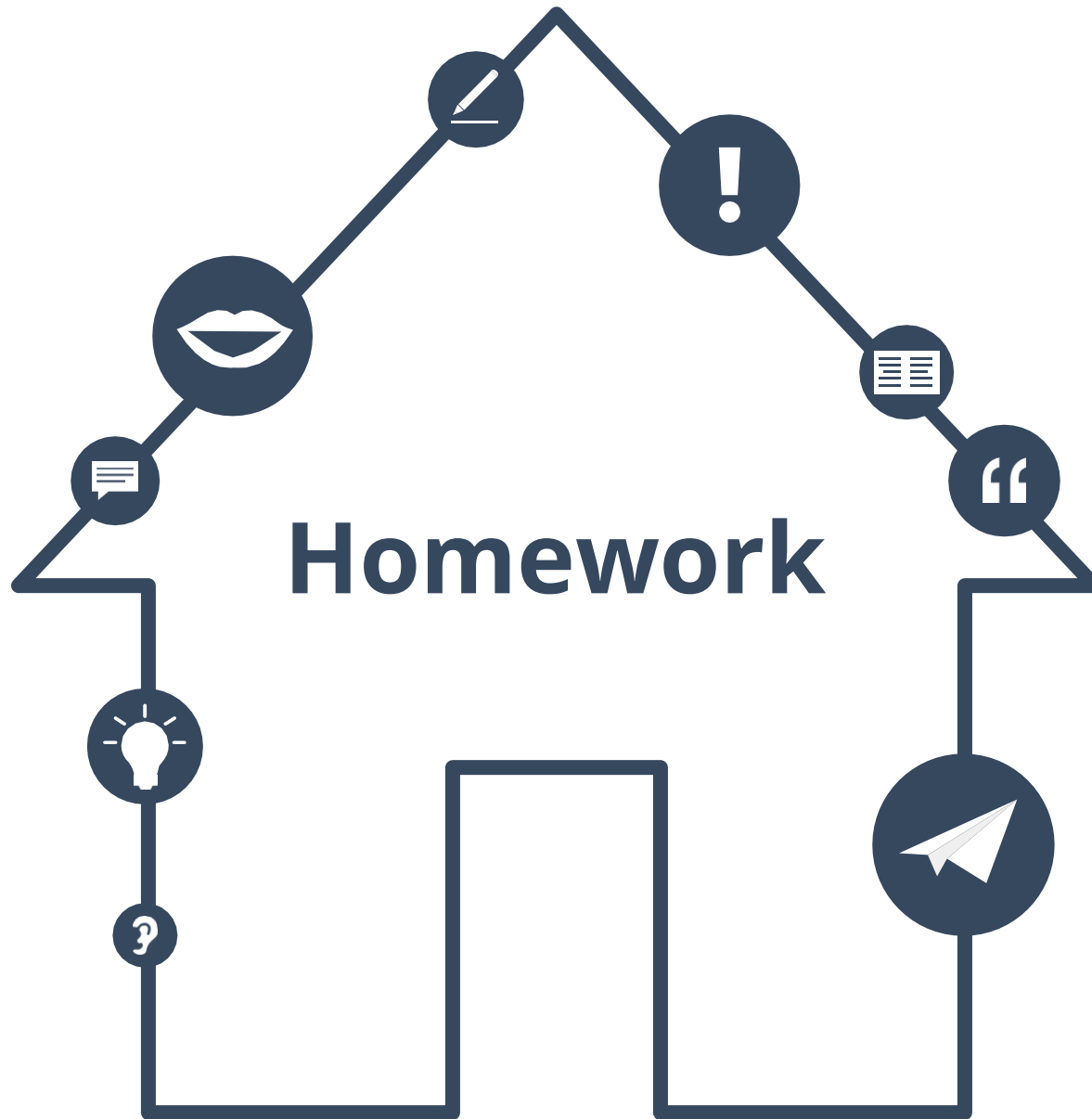
Answer key

Ex.2, p24-25

1. Stainless steel, glass and aluminium parts.
2. Yes, at it is described as a luxury product.
3. It helps customers to order food, measures their fitness and controls appliances in their home.

Ex.1, p9

1. offers
2. helps
3. products
4. service
5. manufacture
6. provide





Products or services?

Psychotherapy

T-shirt

Online newspaper
subscription

Medical advice and
examination

Delivery of a
package

Sleeping pills

Guitar lessons

Wait service

Electric guitar

Margarita

Language tuition

Cocktail making
course

Products

Services



Write about a product

**Pick a product (it could be something sitting on your desk!)
and answer the following questions about it.
Ensure you write your responses in full sentences.**

How useful is it?

Is it an
innovative
product?
Why/why not?

Would you call
it attractive?

Is it reliable and
long lasting?

Is it affordable,
or a premium
product?

Describe the
product's
weight, size and
materials.





Homework answer key

Products: Online newspaper subscription, Sleeping pills, Electric guitar, T-shirt
Services: Wait service, Medical advice and examination, Language tuition, Guitar lessons, Delivery of a package, Psychotherapy



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