

Brief

MultiBrands is a globally successful consumer products company, which has built up a reputation based on “Honesty, Quality and Innovation”. Since it started operation ten years ago, it has launched at least two new, high-quality products in different markets every year. However, managers are currently reviewing company policy because of a recent dramatic fall in profits and share price performance. Shareholders believe that this is due to over-diversification, rising costs and failing consumer confidence as a result of complaints that product quality is declining. Shareholder recommendations are:

- Freeze current policy of developing new products
- Concentrate on consolidating current successful brands
- Improve quality or reduce prices
- Freeze recruitment but avoid layoffs
- Reduce current budget by 15%

Task 1: Speaking

Form 4 groups of 3-4* students. Study the information given to you by your teacher and prepare to role-play a meeting to discuss where budget cuts and reallocations could be made. **The aim is to achieve a 15% reduction in total operating costs.** Each student should play the role of the head of one of the following departments: **HR, Sales and Marketing, Production**, and there must also be a **Managing Director** who will lead the meeting (introduce the subject, make sure all views are heard, clarify participants’ proposals, take decisions, allocate tasks). **Each role-play should last 20 minutes.** **If your group has only 3 members, eliminate the MD role.*

- **Consider all the above shareholder recommendations before making a final decision.**
- **Draw new visual aids in the form of graphs to support your arguments, but avoid using notes during the role-play.**

Marking criteria

- **Content:** Do you meet the requirements of the task above? Do you know the subject well? Are your arguments convincing? (5 points)
- **Interaction:** Do you react to what the other participants say? Do you defend your arguments? (5 points)
- **Language:** Do you use specific terminology? Is your grammar accurate? Do you speak fluently with correct pronunciation? (10 points)

The role-plays will take place on 4th February.

Task 2: Writing

Following your meeting, each student must write a report to summarize your proposals and the decisions taken. Include graphs and charts to help illustrate and support your ideas. Follow the instructions in the “short reports” document attached. Your report should be about 500 words in length, excluding graphs and charts.

Marks will be given for the structure and content of your report, as well as for the grammatical and lexical range and accuracy.

Deadline for the report: 11th February, 9.00 am. WORK RECEIVED LATE WILL BE MARKED OUT OF 12. NB: These tasks will contribute to your continuous assessment mark.