



Intermediate 1 (1 -1) Competition

Article 11: Competition



Japan is one of the most competitive soft drinks markets in the world. There are more than 7,000 different soft drinks on the market and 500 different manufacturers. The Coca-Cola Japan company is the market leader and its product range in Japan includes more than 25 brands and 60 flavors.

- Sue Robbins *First Insights into Business

Activity 1:

Let's talk and discuss the market in a country you know well.

How many brands of soft drinks can you name?

How many manufacturers can you name?

Who are the market leaders or the main competitors?

Is the soft drinks market very competitive?

Activity 2:

Who are the main competitors in the market in the following sectors?

Sportswear

Cars

computers

fashion

Let's talk !

The global market is very competitive.

What can companies do to persuade customers to buy their product instead of other similar one?

