

2019-09-27 Thursday Cristina Cabrera B1 Marek Connell English notes 1

Time table (horario)
s chedule
A genda
e nc en cy

Market

@ = **at**

pro**duct**

strengths and weakness.

To swat a fly (aplastar, matar de un golpe) Fly swatter
S.W.A.T team (Special Weapons And Tactics)
S.W.O.T Strengths, Weaknesses, Opportunities and Threats

Threats

Business

Go **link** to the next slide.

Distrib**u**tion

percent**age**s

competit**or**s

wh**o**t

I have **done** / **I** did a swot analysis.

They tend to go down year after year.

Go (e)s up (subir)
to increase
go (e)s down (bajar)
To decrease

In a public h**o**s**p**ital.

vari**e**ty

div**e**rsity

cr**is**is

pow**e**r

They know the market perfectly.

L**o**unch

obsol**et**e

le**is**ure.

To pay att**e**n**s**ion **on** to detail / +object.
(prestar attention)

To take something for granted.

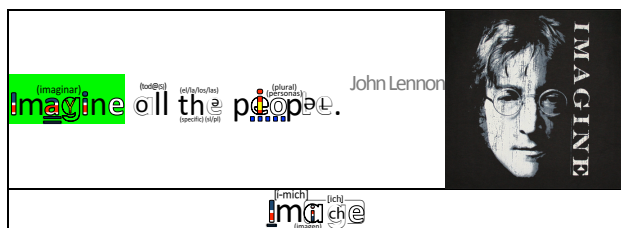
to expect someone or something to be always available to serve in some way without thanks or recognition; to value someone or something too lightly.

(≈A dar por sentado/ dar por hecho/ dar por supuesto/ no apreciar.)

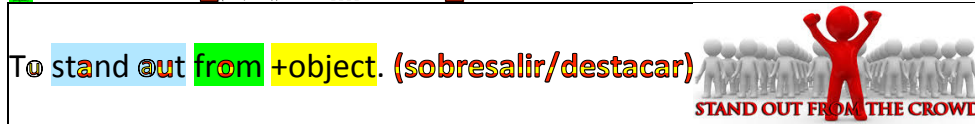
"We sometimes take our parents for granted."

"The things you take for granted, somebody else is praying for."

A ther (otr@s) (plural) [á-dza]
A ltra malti
C astomer [kám-pen-i(s)]
c ompany [pau-a(s)]
p ower (poder(es)/propulsar)
t ower [tau-ə(s)] (torre(s))
pro duct [pró-dakt(s)]



They do **tr**aining courses very well.
 They offer good **tr**aining courses for their products.
 a **m**ide to **m**eaure starting pack**g**e.



Knowledge

Robot

They have bought a company that produce **o**perating robot**s** that allow doctor**s** to perform/do **o**per**at**ion**s** using contr**o**llers.

I think these robot**s** are the future **b**ecause they make the surgery safer and more **e**ffective.

nurse

this is why the **k**ustomer like**s** the **p**roduct sets.



Boat

The specific product**s** that the company**s** have.

Disposable (**d**esechable) cable.

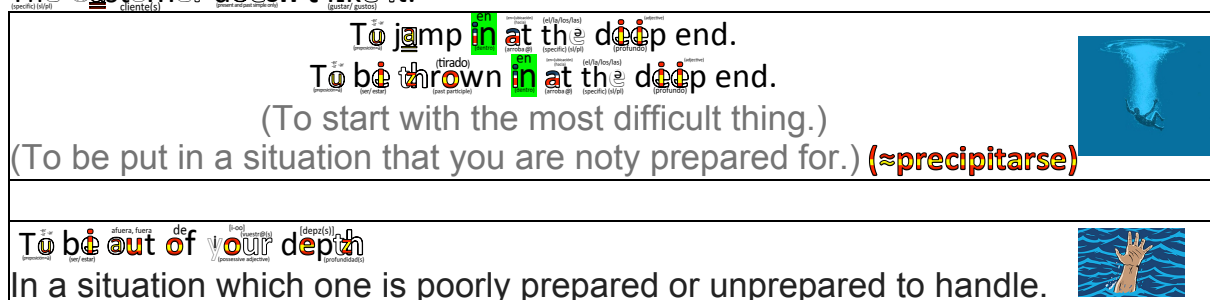
reusable (**r**eutilizable)

ecological

The most well known.

False Friend
To comp ete
C ompetence (i nteligencia)
comp e tition (c ompetencia ^{el acto})
comp e titor (c ompetencia ^{la persona/el equipo})
comp e titive (c ompetente)
comp e titiveness (c ompetitividad)
They are comp eting against each other (u no al otro).
The k ustomer doesn't like it.

False Friend
To r esume (≈to continue)
r esumé ^(Usa) = CV ^(UK) (currículum vitae)
to s ummarise (r esumir)
s ummary (r esumen)



To be out of your depth

In a situation which one is poorly prepared or unprepared to handle.

Articulated jaw (**m**andibula)