

## Lesson 24

## 1 PHRASE OF THE DAY

今日のフレーズ

In the future, we would like to have  
35 % of the market share.

将来、市場シェアの35%を獲得したい。

## 2 SITUATION

状況

Serge is asking for suggestions on how to achieve the company's future goals.  
サージは会社の将来の目標をどのように達成するかについて意見を求めています。



## 3 DIALOGUE

ダイアログ

Directions: First repeat after your tutor and then practice each role.

**Serge:** As you all know, **in the future, we would like to have 35% of the market share** in the rural areas, as we do in the urban ones. I'd like to discuss ways we can tailor-make athletic footwear for the rural areas. Any suggestions?

**Cathy:** We could conduct a survey in the rural areas asking men and women about their leisure activities.

**Jack :** That's a great idea! Then we could develop products specifically tailored to people's interests and needs. That will certainly help us in gaining a stronger foothold in the market.

**Serge:** Sounds like a solid plan. How soon could you organize and carry out the survey?

**Cathy:** Umm... I think we could easily have this done by the end of the month.

**Serge:** Then it's a go. Cathy, work with Jack to organize and conduct the survey. Let's meet back in one month's time to review the results.

## 4 VOCABULARY

語い

Directions: First repeat after your tutor and then read aloud by yourself.

**tailor-make** テイラーメイドの

**foothold** 足場

**carry out** 遂行する

**conduct** 実施する

**solid plan** 確実な計画

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## 5 LANGUAGE FOCUS

今日のポイント

# In the future, we would like to have 35 % of the market share.

将来、市場シェアの35%を獲得したい。

## Meeting - Stating Future Expectations

Directions: First repeat after your tutor and then read aloud again by yourself.

Our goal is to ....

We expect to have (done something) by ...

One long-term objective is to ...

In the immediate future, we hope to ...

We are going to capture ... of the market by ...

A short-term goal is to have ... by ...

The company's main focus is to increase... by ...

Can we all agree that one major goal is to ...?

The company hopes to decrease expenditures by ...% within the next few months.

## 6 ACTIVITY

練習

Activity 1: Discuss your future goals for your company. What are they? How does your company plan on achieving them? Do you feel they are realistic or are they too "out of reach?" What is your role in helping to reach these objectives?

Activity 2: Create a list of future goals and achievements for yourself using the times below. Discuss what your future goals are and how you plan on achieving them?

- 1 year
- 5 years
- 10 years
- 20 years

## Hints

ヒント

**unattainable** 達成できない

**dream** 夢

**hope to** ~を希望する

**accomplishment** 達成

**success** 成功

**retire** 引退する

**opportunity** 機会

**chance** チャンス

**unreachable** 手の届かない