

Manufacturing

Industry

Industry (uncountable) is the production of materials and goods. The related adjective is **industrial**. **An industry** (countable) is a particular type of business activity, not necessarily production.

Manufacturing ...

Here are some of the **manufacturing industries** that make up the **manufacturing sector**:

aerospace	planes and space vehicles
cars (BrE) automobiles (AmE)	cars
computer hardware	computers, printers, etc.
construction	buildings
defence (BrE) defense (AmE)	arms, weapons
food processing	canned, frozen foods, etc.
household goods	washing machines, refrigerators, etc.
pharmaceuticals	medicines
steel	a stronger, more useful metal than iron
textiles	cloth and clothes

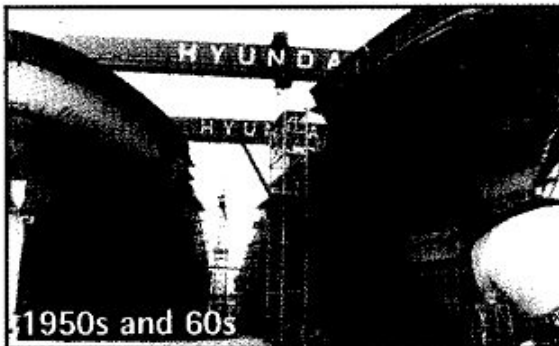
... and services

Here are some of the **services** or **service industries** that make up the **service sector**:

catering	restaurants, bars, etc.
computer software	programs for computers
financial services	banking, insurance, etc.
healthcare	medical care
leisure	sport, theme parks, etc.
media	books, newspapers, film, television
property (BrE) real estate (AmE)	buying, selling and managing buildings
retail	shops
telecommunications	phone, Internet services
tourism	travel and holidays

Countries and their industries

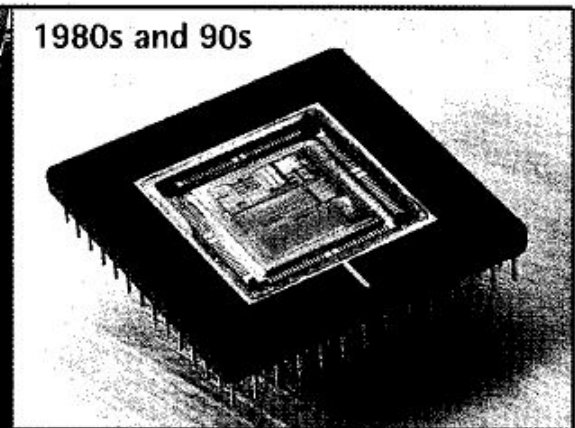
Here is how industry has developed in South Korea:



In 1950, South Korea was a poor country, with most people living and working on the land. The government decided to **industrialize**, and the new **emerging industries** were textiles, and **heavy industries** like steel and shipbuilding.



Then South Korea turned more and more to **light industries** like electronics, making electrical goods such as **televisions** cheaply. It also started producing cars.



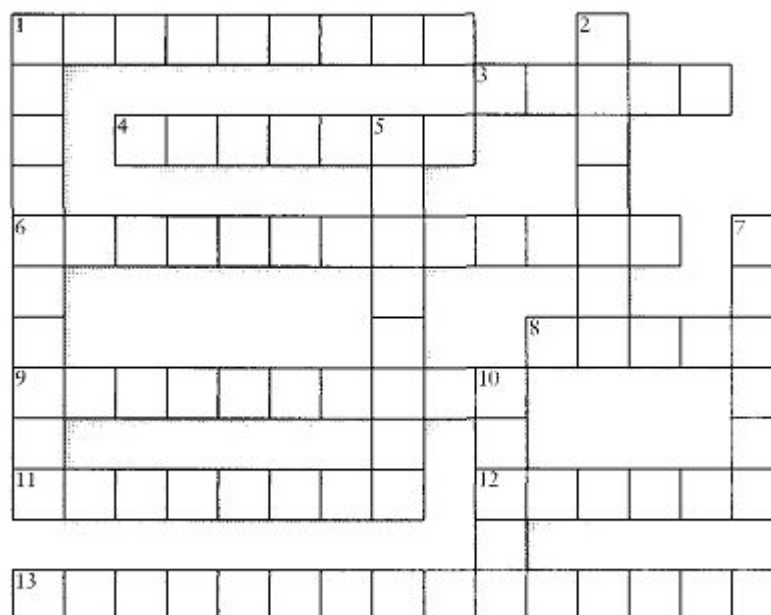
South Korea moved into specialized electronics in the 80s. This was the one of the **growth industries** of the 1990s: making specialized parts for computers and telecommunications equipment.

УПРАЖНЕНИЕ 1

Companies in particular industries need to avoid particular problems. Match each problem to one of the industries in B opposite.

- 1 Buying a new building and being unable to find people to rent it.
- 2 Causing public anger by building mobile phone masts in beautiful countryside.
- 3 Making vehicles whose tyres burst at high speed.
- 4 Holidaymakers arriving to find that their hotel is not finished.
- 5 Lending to someone who cannot repay the loan.
- 6 Selling weapons to governments that people do not approve of.
- 7 Buying players who do not score goals.
- 8 Making drugs that poor countries cannot afford.
- 9 Rejecting a book that is then brought out by another publisher and sells 30 million copies.
- 10 Removing the wrong leg in an operation.

Упражнение 2



Across

- 1 Plane and rocket industry. (9)
- 3 Metal industry. (5)
- 4 Any industry that doesn't sell goods. (7)
- 6 Making things. (13)
- 8 Television, music, the Internet. (5)
- 9 Related to industry or industries. (10)
- 11 Describing a new industry. (8)
- 12 Describing an industry that is getting bigger. (6)
- 13 Making drugs. (15)

Down

- 1 Making cars in the US: the industry. (10)
- 2 Making arms (BrE). (7)
- 5 Serving food and drink, rather than making them. (8)
- 7 Keeping people well: care. (6)
- 10 Making televisions rather than steel: industry. (5)

Companies and markets

You can talk about the people or organizations who buy particular goods or services as the **market** for them, as in the 'car market', 'the market for financial services', etc. Buyers and sellers of particular goods or services in a place, or those that might buy them, form a **market**.

If a company:

enters penetrates	}	it starts selling there for the first time.	
abandons gets out of leaves		it stops selling there.	
dominates		a market	it is the most important company selling there.
corners monopolizes			it is the only company selling there.
drives another company out of			it makes the other company leave the market, perhaps because it can no longer compete.

More word combinations with 'market'

'Market' is often used in these combinations:

market	growth	In the late 1990s, Internet use was doubling every 100 days. Market growth was incredible.
	segment	Women are a particularly interesting target for the Volvo V70. They are an important market segment for Volvo.
	segmentation	The Softco software company divides the software market into large companies, small companies, home office users, and leisure users. This is its market segmentation .
	share	Among UK supermarkets, Tesco sells more than any of the other chains. It has the highest market share .
	leader	Tesco is the market leader among UK supermarkets as it sells more than any of the other chains.

Competitors and competition

Companies or products in the same market are **competitors** or **rivals**. Competitors **compete** with each other to sell more, be more successful, etc.

The most important companies in a particular market are often referred to as **key players**.

Competition describes the activity of trying to sell more and be more successful. When competition is strong, you can say that it is **intense**, **stiff**, **fierce** or **tough**. If not, it may be described as **low-key**.

The **competition** refers to all the products, businesses, etc. competing in a particular situation, seen as a group.

УПРАЖНЕНИЕ 3

Read this description of a language training market. Answer the questions.

In Paris, 500 organizations offer language training to companies. However, 90 per cent of sales are made by the top five language training organizations. The market is not growing in size overall. Organization A has 35 per cent of the market, and faces stiff competition from B, which has about 25 per cent of the market, and from C, D and E, who each have 10 per cent, but who are trying to grow by charging less for their courses.

- 1 How many competitors are there in this market?
- 2 Is competition in the market strong?
- 3 Who is the market leader?
- 4 Who are the two key players?
- 5 Who mainly makes up the competition, from the market leader's point of view?
- 6 If one competitor increases its market share, can the others keep their market share at the same level?