

➤ Study the following words and their definitions with your tutor.
Then, construct your own sentences using each word on the list.

Word/Expression	Definition	Sample Sentence
adj. lucrative	profitable	Construct a sentence using “ lucrative ”.
v. factor in	to include a particular amount when calculating something	Construct a sentence using “ factor in ”.
n. affiliation	the state of being associated	Construct a sentence using “ affiliation ”.
n. synergy	the collaboration of two entities to produce an effect greater than the sum of their individual effects	Construct a sentence using “ synergy ”.
idiom test the waters	to make an initial assessment	Construct a sentence using “ test the waters ”.

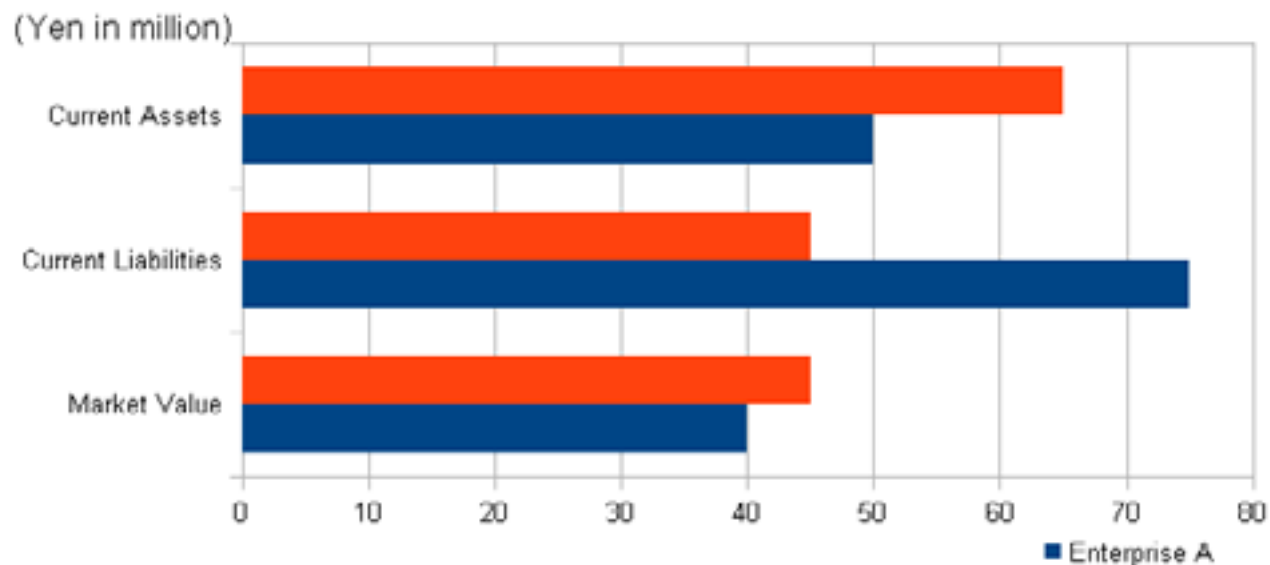
➤ Read the text below silently and interpret the given data.
After you read all discuss with your tutor.

Assess and compare the performance of your company's (enterprise C) potential partners with the given data.

Make sure to follow the format below in your explanation.

- introduce the general idea
- enumerate main points
- make a conclusion

Enterprise C's Potential Business Partner Evaluation Matrix



Activity 3 Problem-solving

5 min

Negotiation: Evaluating a potential partnership
Business English for Expert **weblio** 英会話

➤ Read the passage below silently. Then, discuss with your tutor.
In your discussion, talk about how you would deal with the situation.

Based on the data shown in the graph in Activity 2, evaluate the two enterprises. Choose the enterprise that will make a better business partner with Enterprise C, then justify your decision.

➤ Read the text silently. Express your opinion on each statement in 4-5 sentences.

- ▶ Willingness to restructure one's business should be taken into consideration.
- ▶ Partnerships should result in a brand synergy with less cost.
- ▶ It should not be a factor in the possibility of compromising lucrativeness.