

Questions:

1. What companies and brands do you respect the most or least? Why?
2. What can make a brand stronger or weaker?
3. Which of the factors below are most or least important when choosing a company or brand? Why

Questions:

1. Why do you think they're doing well/badly?
2. What threats are they currently facing?
3. What threats might they face in the future?
4. What opportunities do they have to expand?
5. What are some important things they could do next?

Vocabulary:

- focus
- edge
- monopoly
- broken up
- struggling
- management
- sustainable
- branch out
- turnover
- valued
- undercut
- board
- Company
- Reputation
- Price
- Product
- Quality
- Recommendations
- Reviews
- service quality