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PIZZA HUT

<http://www.BusinessEnglishMaterials.com/pizza-hut.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/pizza-hut.html>

Pizza Hut is one of the world's best-known pizza restaurants. It was founded in 1958 in Kansas, USA, by brothers Dan and Frank Carney. Twenty years later, it was bought by Pepsico. Pizza Hut offers dine-in, takeaway and home delivery options in nearly all its 10,000 locations in more than 90 countries. The website says: "At Pizza Hut, we take great pride and care to provide you with the best food and dining experience in the quick-service restaurant business." The company is well-known for using famous people in their adverts. These include former Soviet Union Premier Mikhail Gorbachev, ex-boxing champion Muhammad Ali and the Muppets. The company was also the first to sponsor the first space pizza delivery in 2001, when the company's name was put on the side of a Russian rocket.





WARM UPS

From: <http://www.businessenglishmaterials.com/pizza-hut.html>

1. BRAINSTORM CHAT: Write all the words you can think of about Pizza Hut on the board or on a piece of paper. Talk about these words with your partner(s).

2. PIZZA HUT MORNING: Each student pretends to be an employee of Pizza Hut. They walk around the class and talk about the company and their job.

3. RUMOURS: Each student writes down a pretend rumour about Pizza Hut. They then walk around the class and talk to other students about their rumour.

4. GOOD AND BAD: Brainstorm good and bad things about Pizza Hut and write them on the board. Students talk about these in pairs.

5. TRUE OR FALSE: Students find out several facts about Pizza Hut. They write these down and add the same number of things about the company that are false. Students test each other on which of their points are true or false.

6. FACTS: In groups, students write down as many facts as they can about Pizza Hut. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.





LISTENING / READING GAP FILL

From: <http://www.businessenglishmaterials.com/pizza-hut.html>

Pizza Hut is one of _____ pizza restaurants. It was founded in 1958 in Kansas, USA, by brothers Dan and Frank Carney. Twenty years later, it was bought by Pepsico. Pizza Hut offers dine-in, takeaway and _____ nearly all its 10,000 _____ 90 countries. The website says: "At Pizza Hut, we _____ to provide you with the best food and _____ quick-service restaurant business." The company is well-known for using famous _____. These include former Soviet Union Premier Mikhail Gorbachev, ex-boxing champion Muhammad Ali and the Muppets. The company was also the first _____ pizza delivery in 2001, when the company's name _____ a Russian rocket.





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/pizza-hut.html>

Pizza Hut is one of the world's best-known pizza restaurants. It was doufnde in 1958 in Kansas, USA, by brothers Dan and Frank Carney. Twenty years later, it was bought by Pepsico. Pizza Hut offers dine-in, kyeawtaa and home delivery options in nearly all its 10,000 saooitcnl in more than 90 countries. The website says: "At Pizza Hut, we take great ridep and care to provide you with the best food and ngdiin experience in the quick-rseiectv restaurant business." The company is well-known for using famous people in their stevadr. These include errfom Soviet Union Premier Mikhail Gorbachev, ex-boxing champion Muhammad Ali and the Muppets. The company was also the first to proossn the first space pizza delivery in 2001, when the company's name was put on the side of a Russian tkoecr.





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/pizza-hut.html>

Pizza Hut is known - best world's the of one pizza restaurants. It was founded in 1958 in Kansas, USA, by brothers Dan and Frank Carney. Twenty years later, it was bought by Pepsico. Pizza Hut offers dine-in, takeaway options and in home nearly delivery all its 10,000 than more in locations countries 90. The website says: "At Pizza Hut, take pride care we great and to provide dining and food best the with you experience in the quick-service restaurant business." The company is well-known in adverts using people their for famous. These include former Soviet Union Premier Mikhail Gorbachev, ex-boxing champion Muhammad Ali and the Muppets. first the also was company The sponsor to the first space pizza delivery in 2001, when the company's name side was of put a on Russian the rocket.





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/pizza-hut.html>

P_zz_ H_t_ _s_ _n_ _f_ th_ w_rld's b_st-kn_wn
 p_zz_ r_st__r_nts. _t w_s f__nd_d _n 1958 _n
 K_ns_s, _S_, by br_th_rs D_n _nd Fr_nk C_rn_y.
 Tw_nty y__rs l_t_r, _t w_s b__ght by P_ps_c_.
 P_zz_ H_t_ _ff_rs d_n_-_n, t_k__w_y _nd h_m_
 d_l_v_ry _pt__ns _n n__rly _ll _ts 10,000
 l_c_t__ns _n m_r_ th_n 90 c__ntr__s. Th_
 w_bs_t_ s_ys: " _t P_zz_ H_t_, w_ t_k_ gr__t
 pr_d_ _nd c_r_ t_ pr_v_d_ y__ w_th th_ b_st
 f__d_ _nd d_n_ng _xp_r__nc_ _n th_ q__ck-
 s_rv_c_ r_st__r_nt b_s_n_ss." Th_ c_mpn_y _s
 w_ll-kn_wn f_r _s_ng f_m__s p__pl_ _n th__r
 _dv_rts. Th_s_ _ncl_d_ f_rm_r S_v__t _n__n
 Pr_m__r M_kh__l G_rb_ch_v, _x-b_x_ng
 ch_mpn__n M_h_mm_d _l_ _nd th_ M_pp_ts. Th_
 c_mpn_y w_s _ls_ th_ f_rst t_ sp_ns_r th_ f_rst
 sp_c_ p_zz_ d_l_v_ry _n 2001, wh_n th_
 c_mpn_y's n_m_ w_s p_t _n th_ s_d_ _f_ _
 R_ss__n r_ck_t.





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/pizza-hut.html>

pizza hut is one of the world's best-known pizza restaurants it was founded in 1958 in kansas usa by brothers dan and frank carney twenty years later it was bought by pepsico pizza hut offers dine-in takeaway and home delivery options in nearly all its 10000 locations in more than 90 countries the website says "at pizza hut we take great pride and care to provide you with the best food and dining experience in the quick-service restaurant business" the company is well-known for using famous people in their adverts these include former soviet union premier mikhail gorbachev ex-boxing champion muhammad ali and the muppets the company was also the first to sponsor the first space pizza delivery in 2001 when the company's name was put on the side of a russian rocket





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/pizza-hut.html>

Pizza Hut (be) one of the world's best-known pizza restaurants. It was (found) in 1958 in Kansas, USA, by brothers Dan and Frank Carney. Twenty years later, it was (buy) by Pepsico. Pizza Hut (offer) dine-in, takeaway and home delivery options in nearly all its 10,000 locations in more than 90 countries. The website (say): "At Pizza Hut, we (take) great pride and care to (provide) you with the best food and dining experience in the quick-service restaurant business." The company (be) well-known for using famous people in their adverts. These (include) former Soviet Union Premier Mikhail Gorbachev, ex-boxing champion Muhammad Ali and the Muppets. The company (be) also the first to (sponsor) the first space pizza delivery in 2001, when the company's name was (put) on the side of a Russian rocket.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/pizza-hut.html>

Pizza Hut is one of the world's best-
 _____ pizza restaurants. It was
 founded in 1958 in Kansas, USA, by brothers
 Dan and Frank Carney. Twenty years later, it
 was bought by Pepsico. Pizza Hut offers dine-in,
 _____ and home delivery
 _____ in nearly all its 10,000 locations
 in more than 90 countries. The website says: "At
 Pizza Hut, we take great _____ and
 care to provide you with the best food and
 _____ experience in the quick-service
 restaurant business." The company is well-
 known for _____ famous people in their
 _____. These include former Soviet
 Union Premier Mikhail Gorbachev, ex-boxing
 _____ Muhammad Ali and the Muppets.
 The company was also the first to
 _____ the first space pizza delivery in
 2001, when the company's name was put on the
 _____ of a Russian rocket.

- pride*
- using*
- takeaway*
- sponsor*
- known*
- side*
- dining*
- champion*
- options*
- advert*





PROJECT PIZZA HUT

From: <http://www.businessenglishmaterials.com/pizza-hut.html>

Part 1. Your mission is to increase the profits and sales of Pizza Hut. Complete this table with your project partner(s):

Main products			
How to improve them			
A brand new 'killer' product			
How Pizza Hut is better than the competition			
How to beat the competition			

Part 2. Change partners and look at their project. Suggest improvements. Ask for advice on your project:

Part 3. Make a presentation on your project. Give it to the class. Vote the best projects.





PIZZA HUT – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/pizza-hut.html>

Role A – Pizza Hut CEO

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

Role B – Pizza Hut worker

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

Role C – Pizza Hut customer

You are a customer of Pizza Hut. You used to think it was great, but not now. Its workers are always very rude. No one ever answers the phone. You are shocked about its policy on the environment. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

Role D – A journalist

You keep hearing bad things about Pizza Hut. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.





PIZZA HUT – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/pizza-hut.html>

Role A – Pizza Hut New Products Director

You have created a new product for Pizza Hut. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to Pizza Hut.

Role B – Pizza Hut Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

Role C – Pizza Hut Market Researcher

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

Role D – Pizza Hut Shareholder

You know a lot about Pizza Hut's new product. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new product should not go on the market.





JOB INTERVIEW ROLE PLAY

INTERVIEWER (Write the questions you want to ask the candidate.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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JOB INTERVIEW ROLE PLAY

INTERVIEWEE (Write questions you want to ask the interviewer.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





PIZZA HUT SURVEY

From: <http://www.businessenglishmaterials.com/pizza-hut.html>

Write five GOOD questions about Pizza Hut in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.





HOMEWORK

- 1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
- 2. INTERNET INFO:** Search the Internet and find more information about Pizza Hut. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Pizza Hut. What have they done recently? What are their plans? Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
- 4. PIZZA HUT POSTER** Make a poster about Pizza Hut. Make sure you sell the company to the public. Show it to your classmates in the next lesson. Give each other feedback on your posters.
- 5. MY PIZZA HUT LESSON:** Make your own English lesson on Pizza Hut. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.
- 6. ONLINE SHARING:** Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on Pizza Hut. Share your findings with the class.

