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ROLEX

<http://www.BusinessEnglishMaterials.com/rolex.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/rolex.html>

Rolex is one of the most famous brands of high-quality luxury watches. They are widely regarded as status symbols. The company was started by Hans Wilsdorf and his brother-in-law Alfred Davis in London in 1905. They registered the name "Rolex" in 1908. In 1919, the company moved to Geneva, Switzerland, where it has stayed ever since. Rolex has been a pioneer in watch-making and produced the first ever self-winding watch, the first watch with an automatically changing date and the first underwater time piece. Today, the company produces over 2,000 watches a day, all put together by highly skilled workers. The company has a never-ending job of pursuing counterfeits of its products. Rolex generates around \$3 billion in annual revenues and employs just less than 3,000 staff.





WARM UPS

From: <http://www.businessenglishmaterials.com/rolex.html>

- 1. BRAINSTORM CHAT:** Write all the words you can think of about Rolex on the board or on a piece of paper. Talk about these words with your partner(s).
- 2. ROLEX MORNING:** Each student pretends to be an employee of Rolex. They walk around the class and talk about the company and their job.
- 3. RUMOURS:** Each student writes down a pretend rumour about Rolex. They then walk around the class and talk to other students about their rumour.
- 4. GOOD AND BAD:** Brainstorm good and bad things about Rolex and write them on the board. Students talk about these in pairs.
- 5. TRUE OR FALSE:** Students find out several facts about Rolex. 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 Rolex. 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/rolex.html>

Rolex is one of the _____-quality luxury watches. They are _____ symbols. The company was started by Hans Wilsdorf and his brother-in-law Alfred Davis in London in 1905. They _____ "Rolex" in 1908. In 1919, the company moved to Geneva, Switzerland, where it has stayed ever since. Rolex _____ watch-making and produced the first ever self-winding watch, the first watch _____ changing date and the _____. Today, the company produces over 2,000 watches a day, all put together _____. The company has a never-ending job _____ of its products. Rolex generates around \$3 billion in annual revenues and employs just less than 3,000 staff.





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/rolex.html>

Rolex is one of the most famous brands of high-ulyiqta luxury watches. They are widely eredragd as status mslobsy. The company was started by Hans Wilsdorf and his brother-in-law Alfred Davis in London in 1905. They retdgeisr the name "Rolex" in 1908. In 1919, the company moved to Geneva, Switzerland, where it has stayed ever since. Rolex has been a iponree in watch-making and produced the first ever self-winding watch, the first watch with an automatically nhgniacg date and the first underwater time piece. Today, the company eopcusdr over 2,000 watches a day, all put together by highly kldslie workers. The company has a never-ending job of uungpirs counterfeits of its products. Rolex generates around \$3 billion in annual eesnevru and employs just less than 3,000 staff.





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/rolex.html>

Rolex high most is famous one brands of of the-quality luxury watches. They are widely regarded as status symbols. The company was started by Hans Wilsdorf and Alfred Davis in London in his brother - in - law 1905. They registered the name "Rolex" in 1908. In 1919, the company moved to Geneva, Switzerland, where it has stayed ever since. pioneer watch has a in Rolex been-making the produced and winding - self ever first watch, first with automatically the watch an changing date and the first underwater time piece. Today, the company watches a day produces over 2 , 000, all put together by highly skilled workers. The company has a never-ending products of counterfeits its job pursuing of. Rolex generates around 3 in revenues \$ billion annual and employs just less than 3,000 staff.





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/rolex.html>

R_l_x _s _n _ _f th_ m_st f_m _ _s br_nds _f h_gh-
q__l_ty l_x_ry w_tch_s. Th_y _r_ w_d_ly
r_g_rd_d _s st_t_s symb_ls. Th_ c_mp_ny w_s
st_rt_d by H_ns W_lsd_rf _nd h_s br_th_r-n-l_w
_lfr_d D_v_s _n L_nd_n _n 1905. Th_y r_g_st_r_d
th_n_m_ "R_l_x" _n 1908. _n 1919, th_ c_mp_ny
m_v_d t_ G_n_v_, Sw_tz_rl_nd, wh_r_ _t h_s
st_y_d _v_r s_nc_. R_l_x h_s b__n _ p__n__r__n
w_tch-m_k_ng _nd pr_d_c_d th_ f_rst _v_r s_lf-
w_nd_ng w_tch, th_ f_rst w_tch w_th _n
__t_m_t_c_lly ch_ng_ng d_t_ _nd th_ f_rst
_nd_rw_t_r t_m_ p__c_. T_d_y, th_ c_mp_ny
pr_d_c_s _v_r 2,000 w_tch_s _ d_y, _ll p_t
t_g_th_r by h_ghly sk_ll_d w_rk_rs. Th_ c_mp_ny
h_s _n_v_r-_nd_ng j_b _f p_rs__ng c__nt_rf__ts
_f _ts pr_d_cts. R_l_x g_n_r_t_s _r__nd \$3
b_ll__n _n _nn__l r_v_n__s _nd _mpl_ys j_st
l_ss th_n 3,000 st_ff.





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/rolex.html>

rolex is one of the most famous brands of high-quality luxury watches they are widely regarded as status symbols the company was started by hans wilsdorf and his brother-in-law alfred davis in london in 1905 they registered the name "rolex" in 1908 in 1919 the company moved to geneva switzerland where it has stayed ever since rolex has been a pioneer in watch-making and produced the first ever self-winding watch the first watch with an automatically changing date and the first underwater time piece today the company produces over 2000 watches a day all put together by highly skilled workers the company has a never-ending job of pursuing counterfeits of its products rolex generates around \$3 billion in annual revenues and employs just less than 3000 staff





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/rolex.html>

Rolex (be) one of the most famous brands of high-quality luxury watches. They (be) widely regarded as status symbols. The company was (start) by Hans Wilsdorf and his brother-in-law Alfred Davis in London in 1905. They (register) the name "Rolex" in 1908. In 1919, the company (move) to Geneva, Switzerland, where it has (stay) ever since. Rolex has (be) a pioneer in watch-making and (produce) the first ever self-winding watch, the first watch with an automatically changing date and the first underwater time piece. Today, the company (produce) over 2,000 watches a day, all (put) together by highly skilled workers. The company (have) a never-ending job of pursuing counterfeits of its products. Rolex (generate) around \$3 billion in annual revenues and (employ) just less than 3,000 staff.





REWRITE WITH SPACES

From: <http://www.businessenglishmaterials.com/rolex.html>

Rolex is one of the most famous brands of high-quality luxury watches. They are widely regarded as status symbols. The company was started by Hans Wilsdorf and his brother-in-law Alfred Davis in London in 1905. They registered the name "Rolex" in 1908. In 1919, the company moved to Geneva, Switzerland, where it has stayed ever since. Rolex has been a pioneer in watch-making and produced the first ever self-winding watch, the first watch with an automatically changing date and the first under water timepiece. Today, the company produces over 2,000 watches a day, all put together by highly skilled workers. The company has an ever-ending job of pursuing counterfeiters of its products. Rolex generates around \$3 billion in annual revenues and employs just less than 3,000 staff.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/rolex.html>

Rolex is one of the most famous brands of high-quality _____ watches. They are widely regarded as status symbols. The company was started by Hans Wilsdorf and his brother-in-law Alfred Davis in London in 1905. They _____ the name "Rolex" in 1908. In 1919, the company _____ to Geneva, Switzerland, where it has _____ ever since. Rolex has been a _____ in watch-making and produced the first ever self-winding watch, the first watch with an automatically changing date and the first _____ time piece. Today, the company produces over 2,000 watches a day, all _____ together by highly skilled workers. The company has a never-_____ job of pursuing _____ of its products. Rolex generates around \$3 billion in annual _____ and employs just less than 3,000 staff.

underwater
registered
luxury
revenues
ending
stayed
counterfeits
put
pioneer
moved





PROJECT ROLEX

From: <http://www.businessenglishmaterials.com/rolex.html>

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

Main products			
How to improve them			
A brand new 'killer' product			
How Rolex 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.





ROLEX – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/rolex.html>

Role A – Rolex 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 – Rolex 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 – Rolex customer

You are a customer of Rolex. 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 Rolex. 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.





ROLEX – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/rolex.html>

Role A – Rolex New Products Director

You have created a new product for Rolex. 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 Rolex.

Role B – Rolex 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 – Rolex 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 – Rolex Shareholder

You know a lot about Rolex'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. _____





ROLEX SURVEY

From: <http://www.businessenglishmaterials.com/rolex.html>

Write five GOOD questions about Rolex 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.





WRITING 1 – SPEED WRITING

From: <http://www.businessenglishmaterials.com/rolex.html>

Write anything about Rolex for 10 minutes. Show your partner your paper. Correct each other's work.





WRITING 2 – LETTER OF COMPLAINT

From: <http://www.businessenglishmaterials.com/rolex.html>

Write a letter to Rolex. Complain about one of its products. Ask for a refund. Show your partner your paper. Correct each other's work.





WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/rolex.html>

Write a letter of apology to the customer. Explain why you cannot give a refund. Show your partner your letter. Correct each other's work.





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 Rolex. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Rolex. 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. ROLEX POSTER** Make a poster about Rolex. 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 ROLEX LESSON:** Make your own English lesson on Rolex. 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 Rolex. Share your findings with the class.

