**Introduction**

The company, *Global vision*, has been producing moderately successful local products for eyecare and have decided to expand their business through a virtual e-shopping site, encouraged by the rising sales of the clothing store next to them. Raghu, the publicity manager has organized a presentation this Saturday to discuss plans for enhancement of the company’s newly launched website. In the meeting, employees who have been in the company for a long time meet and debate with newly joined interns over the current performance of the company in the local town and the drawbacks and advantages of using e-shopping for growth in sales.

**Instructions**

The meeting begins with a short presentation by Gautham that is followed by a brief discussion between the three members.

Divide into groups of three and develop on the given roles.

**Hint:** Try to argue your point highlighting the advantages of your position for the company’s benefit. Pay attention to the phrases generally used while discussing your company’s performance.

**Character Description**

**Raghu, The Publicity Manager, Global Vision**:

Raghu is the meeting’s organizer and facilitator. He also plays the following roles: He introduces the reasons the meeting is being held, clarifies the task objective and reviews the company’s current performance. Raghu comments on the company’s stable rate of profits and at the same time, he is excited about the possibilities offered by the website.

**Gautham, Website Developer, GoTech**:

Gautham is new to the company and has been invited to introduce the website to the sales employees who had refused to attend the launch, fearing job cuts. He needs to successfully motivate the employees with an informal discussion of the sites’ features and the possible profits for the company.

**Ruchika, Department of Sales, Global Vision**:

She represents the Department of Sales at the meeting whichunanimously argues that the company should retain its current performance rates based on a localized economy rather than entering the flux of the global economy. They also fear loss of jobs as sales become highly digitalized. Ruchika must reflect positively on the company’s current profile and also draw our attention to the concerns of her department.

**Task Objective**

Use positive criticism to evaluate the company’s performance and reach a compromise that satisfies the parties involved. Remember to use these phrases in your discussion. **Where could these phrases be used in your discussion?**

**Can you please explain the discrepancies in our sales figures?**

**Let’s start with....**

**I feel we need to take our customers’ feedback**

**For the upcoming quarter we should revamp...**

**If you look at the figures, one can see a dip/rise in our last quarter’s profits**

**I would like to draw our attention to the figures on...**

**The main reason for this declining rate of profit**

**Now I’d like to move on to the next point**

**Moving on to the next section**

**In the final section**

**If we consider our last quarter’s figures**

**That concludes today’s presentation. To quickly summarize...**

**Once we have identified our challenges, we would be able to**

**There are a number of alternatives.**

**I suggest we**

**Finally I’d like to thank you all for your interest.**