



APEX ENGLISH · A2 BUSINESS

Unit A2-2B

Around the world — where we actually sell

My company & products

UNIT A2·2B

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My company & products · A2+ · 50–60 min · Business English



“Enter the markets that already understand you — the others will come later, or they won't. Both are fine.”

— Export sales aphorism

Objectives

- Describe your key markets in richer detail (why each one works, why others don't).
- Use present simple + adverbs of frequency to talk about routines and market habits.
- Compare markets using simple linkers (whereas, but, although).

Class Book

Warm-up · Your export map

Solo · 4 min

In your head, draw the map: three countries where your company already sells (or wants to), and one reason for each.

- Country 1 — your strongest market. Why does it work?
- Country 2 — a smaller but interesting market. Why is it interesting?

Ask the teacher — notes to bring to class

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- Country 3 — a market you'd like to enter but haven't yet. What's the blocker?
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Lead-in · Rank these markets for YOUR business

Rank · 5 min

Rank these five markets from most attractive (1) to least attractive (5) for your specific business. Then justify your top choice in one sentence.

Reading · Where our clients actually are (and where they aren't)

8 min

Solari sells in six countries, but 82% of our revenue comes from just three: Portugal, Spain and France. Everything else is what we call 'the long tail' — Germany, Italy and Belgium — a few hundred pairs a month, mostly through independent retailers who found us on Instagram.

We don't sell in the USA yet, although we ship a small quantity to a single boutique in New York every month. That relationship started by accident three years ago and we've kept it going, more for the learning than the revenue.

Our website works in four languages — Portuguese, Spanish, English and French. Most clients pay in euros, which keeps accounting simple, although we accept US dollars for the New York boutique.

Every June, the whole sales team flies to Milan for a trade fair. It's the one week of the year when we get to meet almost all our retailers in person, and it usually generates around 30% of our orders for the following autumn.

Comprehension check

1. Which three countries generate most of Solari's revenue?

- ☐ A. Portugal, Spain, USA
- ☐ B. Portugal, Spain, France
- ☐ C. France, Germany, Italy

2. How did the New York relationship start?

- ☐ A. A planned expansion
- ☐ B. A trade-fair contact
- ☐ C. By accident

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3. Why does Solari keep the New York client despite low revenue?

- ☐ **A.** For prestige
- ☐ **B.** For the learning
- ☐ **C.** For tax reasons

4. What does 'the long tail' refer to here?

- ☐ **A.** Smaller markets that add up
- ☐ **B.** Long shipping times
- ☐ **C.** Old products still selling

True / False / Not Given

Choose based on the text only.

1. Solari has a physical shop in New York.

- ☐ **A.** True
- ☐ **B.** False
- ☐ **C.** Not Given

2. The Milan fair happens every year in June.

- ☐ **A.** True
- ☐ **B.** False
- ☐ **C.** Not Given

3. The Milan fair is Solari's most profitable single event.

- ☐ **A.** True
- ☐ **B.** False
- ☐ **C.** Not Given

4. Solari's website has four languages.

- ☐ **A.** True
- ☐ **B.** False
- ☐ **C.** Not Given

React to the text (discursive)

Answer in 2-3 full sentences each.

1. Solari keeps a low-revenue client for 'the learning'. Does your company do this — keep any client or project mostly for learning? Why or why not?

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2. 82% of Solari's revenue comes from three countries. What percentage of YOUR company's revenue comes from your top three clients or markets, and is that a strength or a risk?

Vocabulary · Markets, products and demand

8 min

Roles

Term	Meaning
market	a country or region where you sell
export	to sell to another country
import	to buy from another country
revenue	the total money coming into the business
retailer	a shop or platform that sells to end customers
distributor	a company that resells your product in a region

Smalltalk

Term	Meaning
best-seller	the product that sells the most
in stock / out of stock	available now / not available
meet demand	produce enough to satisfy orders
long tail	many small markets that together are significant
enter a market	start selling in a new country or segment
in bulk	in large quantities

Practice

Complete each sentence with ONE word or phrase from the lists above.

1. This model has been our ___ for three seasons in a row.
2. Sorry, size 42 is currently ___ — we'll restock in ten days.
3. We ___ to six European countries plus the USA on a small scale.
4. Our Spanish ___ handles both Portugal and Spain from Madrid.

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5. We're planning to ___ ___ ___ in Brazil next year — probably through a local retailer.

6. The autumn orders are big — I hope production can ___ ___.

Collocations · verb + market noun

Match each verb with the correct noun / phrase.

Term	Meaning
launch	a new product
enter	a new market
build	a brand
place	an order
meet	demand

Odd one out

Which word doesn't belong to the group?

1. retailer · distributor · supplier · discount

- ☐ A. retailer
- ☐ B. distributor
- ☐ C. supplier
- ☐ D. discount

2. Portugal · Brazil · Berlin · France

- ☐ A. Portugal
- ☐ B. Brazil
- ☐ C. Berlin
- ☐ D. France

3. brand · product · market · lunch

- ☐ A. brand
- ☐ B. product
- ☐ C. market
- ☐ D. lunch

Grammar · Present simple + adverbs of frequency + simple linkers

12 min

Ask the teacher — notes to bring to class

1. Present simple recap

Facts and routines. Third person -s. Negatives with don't/doesn't. Questions with do/does.

2. Adverbs of frequency

always > usually > often > sometimes > rarely > never. Position: BEFORE the main verb; AFTER the verb 'to be'.

- We usually launch in autumn. · The Milan fair is always in June. · She rarely travels in July.

3. Simple linkers for contrast

but / although / whereas.

- Portugal is our strongest market, but France is growing faster. · Although we don't sell in the USA, we ship a few pairs a month. · Portugal is loyal, whereas France is more price-sensitive.

Ask the teacher — notes to bring to class

Exercise A — Add the adverb in the right position

Rewrite the sentence, placing the adverb correctly.

1. We launch new products in autumn. (usually)

2. The Milan fair is in June. (always)

3. She travels to Madrid on Fridays. (rarely)

4. We accept payments in US dollars. (sometimes)

5. The Spanish distributor is late. (never)

Ask the teacher — notes to bring to class

Exercise B — Combine with 'but' or 'although'

Combine each pair of sentences using the linker given.

1. Portugal is our strongest market. France is growing faster. (but)

2. We don't sell in the USA. We ship a few pairs to New York. (although)

3. The factory is small. It produces 25,000 pairs a year. (although)

4. Portugal is loyal. France is price-sensitive. (whereas)

Ask the teacher — notes to bring to class

Exercise C — Write the question

Write a yes/no or Wh- question that fits the answer.

1. A: ____? B: Yes, we export to Brazil — a few hundred pairs a year.

2. A: ____? B: We sell in six countries.

3. A: ____? B: In Milan, every June.

4. A: ____? B: Because it's already a saturated market for us.

Ask the teacher — notes to bring to class

Exercise D — Plurals (in context)

Complete with the correct plural form.

1. We sell in six ____ (country).
2. There are twenty ____ (person) in the sales team.
3. Please bring the ____ (knife) from the packaging room.
4. We ship 200 ____ (box) per week to Spain.

Describe the picture



Look at the picture. Write 5–6 sentences using present simple + at least ONE adverb of frequency + at least ONE contrast linker. Describe what you see AND what usually happens.

Target language: We usually... · The team always... · Although... · ...but... · Every June / month / week...

Listening · Pedro, sales manager, walks a distributor through the map

10 min

Pedro is on a video call with a potential Brazilian distributor. He walks through Solari's current markets and where they don't yet sell.

Before you listen

- If you were the distributor, what would be your first question about a company that already sells in six countries?
- What would tell you more about a brand — where they succeed, or where they don't?

Ask the teacher — notes to bring to class

Gist

1. What's Pedro's overall goal in this call?

2. How would you describe his tone?

Detail

1. Which three markets generate most of Solari's revenue?

2. Why is Pedro cautious about the Brazilian market specifically?

3. What does he propose as the next step?

Listen and complete

Complete each line with ONE or TWO words from the audio.

1. Let me ___ ___ ___ the map.

2. That's about 82% of our revenue, ___.

3. I'd rather ___-___ now than disappoint you later.

4. Let's ___ in ten days with numbers on paper.

Useful phrases from the call

Match each phrase to what it does in the conversation.

Ask the teacher — notes to bring to class

Term	Meaning
Let me walk you through the map.	structure a presentation
That's about 82% of our revenue, honestly.	give a real number, not a marketing one
We don't sell there yet, and I'll be transparent about why.	flag a limitation upfront
I'd rather under-promise now than disappoint you later.	manage expectations
Let's regroup in ten days with numbers on paper.	close with a concrete next step

Speaking · Talk about YOUR markets

8 min

Prepare a 60-second walkthrough of your company's market map. Include: your top market, a smaller but interesting one, and one you haven't cracked yet.

Writing · Your export map in 70-90 words (discursive)

5 min (or homework)

Write 70-90 words about YOUR company's market map. Include: top market + one reason, a smaller market + one detail, one market you haven't entered + one honest reason. Use present simple, at least one frequency adverb and at least one contrast linker (although / but / whereas).

Workbook

Around the world — Workbook

1. Vocabulary gap-fill

Complete each sentence with ONE word or phrase from the box.

1. Our biggest ___ is Portugal — 40% of last year's sales.

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-
2. Total ___ grew 12% last year, mostly from France.
-
3. We work with a small ___ in Milan who resells to boutique shops across Italy.
-
4. Each independent ___ orders around 30 pairs per season.
-
5. Six countries currently ___ our products — none of them fully digitally.
-
6. Germany, Italy and Belgium together form our ___ — small but stable.
-
7. The autumn orders are huge — I hope production can ___.
-
8. We're planning to ___ in Brazil next year through a local partner.
-

2. Present simple + adverbs of frequency

Rewrite each sentence placing the adverb in the correct position (or complete the form).

1. We launch new collections in autumn. (usually)
-
2. The Milan fair is in June. (always)
-
3. She ___ (travel) to Madrid — only twice a year. (rarely)
-
4. We ___ (not / sell) in the USA, ___ we ___ (ship) a few pairs to New York. (although)
-
5. The Spanish distributor ___ (be) late with payments. (never)
-
6. How many countries ___ you ___ (sell) in?
-

3. Contrast linker: but / although / whereas

Choose the correct linker for each sentence.

1. Portugal is our strongest market, ___ France is growing faster.
- ☐ A. but
 - ☐ B. although
 - ☐ C. whereas
2. ___ we don't sell in the USA, we ship a small quantity monthly.
- ☐ A. But
 - ☐ B. Although
 - ☐ C. Whereas

Ask the teacher — notes to bring to class

3. Portugal is loyal, ___ France is very price-sensitive.

- ☐ A. but
- ☐ B. although
- ☐ C. whereas

4. The factory is small, ___ it produces 25,000 pairs a year.

- ☐ A. but
- ☐ B. although
- ☐ C. whereas

5. ___ Milan is expensive, we go every year.

- ☐ A. But
- ☐ B. Although
- ☐ C. Whereas

4. Find and fix the mistake

Each sentence has ONE mistake. Rewrite it correctly.

1. How many countrys do you sell in?

2. We usually launches in autumn.

3. The Milan fair always is in June.

4. Although the market is small but we like it.

5. She travel rarely to Madrid.

6. We are ship to six country.

5. Listening · Sales team weekly stand-up

The sales team runs a five-minute Monday stand-up. Pedro, the manager, updates the team on where each market stands.

1. How does Pedro describe the overall state of the sales pipeline?

2. Which market gets the most airtime, and why?

Ask the teacher — notes to bring to class

3. What action does Pedro assign, and to whom?

6. Writing · Weekly market update (discursive)

Write a 70–90 word market update to send to your boss. Include: what's stable, one worry, one opportunity, and one action you've already taken. Use present simple, one frequency adverb and one contrast linker.

7. Reflection · Growth honesty (discursive)

Answer in 3–4 full sentences each.

1. Solari's growth is mostly deliberate. Is YOUR company's international growth a strategy, or a series of accidents that worked?

2. If a distributor from a completely new market emailed you tomorrow, what would you check first before saying yes?

Ask the teacher — notes to bring to class
