

INTERNATIONAL MARKETING

Multiple choice

Complete this text using the best word from the list below.

Founded in 1985, Unigate has today become the country's leading company in the personal and domestic care industry. Its products¹ from soap and shampoo to disposable nappies and water purifying tablets. Three years ago, it² Thalassa, a revolutionary deodorant³ on aromatherapy principles. Thalassa's therapeutic qualities, together with its unusual range of fragrances and its environment-friendly packaging, rapidly made it Unigate's cash⁴. In the last⁵ year, Thalassa contributed 8.5 million euros to the company's annual sales⁶, accounting for 15% of its total⁷.

As deodorants constitute a considerable⁸ of the world hygiene product market, Unigate would like to get a⁹ in overseas markets and make Thalassa a global¹⁰. The wonder deodorant is currently¹¹ as a health product. It is¹² through chemists' and select convenience stores and supermarkets, and its price is in the top¹³. Media advertising is backed up by¹⁴ contracts with well-known doctors, popular scientists, and film stars. The key question for Unigate is now whether they need to reposition Thalassa, and if so, how.

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|------------------|----------------|----------------|-----------------|
| 1 a) include | b) range | c) consist | d) provide |
| 2 a) launched | b) ordered | c) threw out | d) put on |
| 3 a) invented | b) developed | c) fabricated | d) manufactured |
| 4 a) flow | b) card | c) cow | d) box |
| 5 a) financial | b) accountancy | c) legal | d) book-keeping |
| 6 a) expenditure | b) credit | c) profit | d) revenue |
| 7 a) bonus | b) turnover | c) capital | d) equity |
| 8 a) portion | b) division | c) area | d) segment |
| 9 a) competition | b) shareholder | c) foothold | d) wholesale |
| 10 a) mark | b) slogan | c) brand | d) sample |
| 11 a) positioned | b) put out | c) situated | d) sold out |
| 12 a) handed out | b) diversified | c) given away | d) distributed |
| 13 a) class | b) range | c) section | d) sector |
| 14 a) publicity | b) insurance | c) endorsement | d) fixed-term |