

The 7 Steps -
September



1. CONTEXT

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

Odakyu

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

Listening Questions 1

- How many companies make up the Odakyu Group?
_____.
- What are three different industries Odakyu Group operate in?
_____.
- How has Odakyu Group achieved synergy across their business sectors? Give one example of this.
_____.
- What famous hotel do Odakyu Group manage in Japan?
_____.
- Why did Odakyu Group start negotiations with 7&i Holdings in 2018?
_____.

Listening Questions 2

- What are the main destinations for leisure travel on the Odakyu lines?
_____.
- When was the first Romance Car put into service? What was it famous for?
_____.
- What other innovation did the first Romance Car inspire?
_____.
- When was the latest model Romance Car put into service? What is special about its appearance?
_____.
- How many models of Romance Car are currently in service?
_____.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

Discussion Questions

- What is your experience with the Odakyu Line and other business sectors in the Odakyu Group? Do you know of any?
- How important is comfort when you travel? Do you normally pay extra for luxury trains \ buses etc?

TRANSCRIPT 1

4. CHECK ANSWERS



Read through the transcript and underline the answers. Check them against your own answers.

Japan is well known for its **extensive** and punctual transportation networks, in particular its trains. One prominent private railway company in the Kanto region is the Odakyu Group. Founded on June 1st 1948 as the Odawara Express Railway Company, it has grown to now include 100 group companies, **encompassing** industries such as transportation, real estate, retail, hotels, personal storage, fiber optic cables and recreational sites. The group currently employs 3,637 people and is headquartered in Shinjuku.

The company has largely structured its business around their rail and transportation lines to take advantage of these passengers. One example of this is opening their department stores near major stations on their train network such as Shinjuku, Machida and Fujisawa. They also run a chain of supermarkets named Odakyu OX, which are located near Odakyu stations in west Tokyo and across Kanagawa Prefecture. In this way the Odakyu group has achieved great **synergy** across its various business sectors.

This strategy has also been utilized to promote their hotel, bus and recreational services. The Odakyu Group operates a number of hotels, notably the Hyatt Regency in Shinjuku and resorts in the Izu Peninsular. In potential future developments, Odakyu Group started negotiations with 7&i Holdings in 2018 to possibly open 7-11 stores in Odakyu train stations, and use the 7&i brand range in their supermarkets.

5. CHECK VOCABULARY



Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

MATCH THE SYNONYMS BY DRAWING LINES BELOW:

Extensive

Original

Synergy

Indispensable

Vital

Include

Encompass

Collaboration

Inspiration

Varied

Innovative

Encouragement

6. READ ALOUD



Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

TRANSCRIPT 2

The Odakyu train network is a major railway that serves commuters coming from various bedroom communities in Kanagawa. Despite having such **vital** commuter lines, Odakyu is probably best known for its leisure travel, specifically the Romance Car. As Kanagawa is such a popular destination for tourists, Odakyu created a fleet of 'Romance Car' luxury express trains that travel to the beach area of Katase-Enoshima and mountain area of Hakone-Yumoto. These cars only have reserved seats, and can make the trip from Shinjuku to Hakone-Yumoto in only 75 minutes.

They have a long history dating back to 1957 when the first Romance Car was used. This model set the world record for the fastest narrow gauge trains with a top speed of 145km\hour. This model also served as the **inspiration** for developing the first class of high speed rail or 'Shinkansen.'

The Romance Cars have continued to develop over time, with newer models being even more **innovative** and having a wider variety of designs and interiors. There have been a total of 9 different models of the Romance Car over its history with the newest model being released in March 2018. The new model is called the Odakyu 70000 series GSE. In tribute to the history of the Romance car line, the 70000 series is the same color as the original line of Odakyu trains. There are now six models of the Romance Car currently in active service.

7. SHADOWING



Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

1	2	3	4	5
1	2	3	4	5