

The 7 Steps -
October



Mars

1. CONTEXT

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

2. QUESTIONS

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

Listening Questions 1

1. What experience led to Frank Mars starting his own company?
_____.
2. What was the original company name of Mars Inc?
_____.
3. How much was the company's sales total in the year that it launched Milky Way?
_____.
4. What 2 hit products launched in the early 30s?
_____.
5. Who took over the business after the founder passed away?
_____.

Listening Questions 2

1. How many employees did Mars Inc. have around the world in 2017?
_____.
2. What products apart from chocolate have Mars started to manufacture?
_____.
3. How much did Mars and Berkshire Hathaway pay to acquire Wrigley?
_____.
4. Which Mars-owned pet food brands make over \$1 billion in yearly sales?
_____.
5. In 2013, what was the #1 Halloween product handed out in the US?
_____.

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

1. What are some other interesting origin stories for famous businesses in Japan?
2. What are some other examples of companies expanding their product range in different areas?

4. CHECK ANSWERS

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

TRANSCRIPT 1

The founder of Mars Inc, Frank C. Mars, **suffered** from polio as a child so his mother had to teach him at home. While they were at home, she also taught him how to make hand-dipped chocolate candy. After this experience he founded the Mar-O-Bar Company in 1920 in Minneapolis, USA. It became Mars Inc in 1929.

In 1922, the first chocolate bar that the company sold, the Mar-O-Bar, was not a **hit** and **generated** less than \$100,000 in sales. The following year, the company introduced the Milky Way chocolate bar which was a huge hit and boosted sales to \$793,000. In the early 30s, Snickers and 3 Musketeers bars were launched and both products have been sold for over 80 years now. In 1934, Frank C. Mars passed away and his son, Forrest, took over the business. Under Forrest's leadership, Mars Inc diversified its business and introduced more hit products such as M&M's.

5. CHECK VOCABULARY

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

Suffer	Hit	Generate	Acquisition	Hand out
Fill-in the blanks with the appropriate word / phrase above:				
1. The company wants to _____ a lot of sales over the holiday period.				
2. The company's image _____ from a lot of controversial scandals.				
3. The latest installment of the movie was a big _____ among fans.				
4. Some people felt _____ fliers was no longer a viable solution.				
5. The baseball team was extremely happy with their _____ of an international player for next season.				

6. READ ALOUD

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

TRANSCRIPT 2

The modern-day Mars Inc is still family-owned and one of the biggest family-owned companies in the US. In 2017, it had net sales of over \$35 billion and over 100,000 employees worldwide. The business has expanded far beyond chocolate to include chewing gum, drinks, pet food and other pet care products.

In 2008, Mars entered the chewing gum market by acquiring the Wrigley Company, which is the world's largest chewing gum manufacturer, for \$23 billion. Berkshire Hathaway, the holding company that is led by Warren Buffett, joined Mars in the **acquisition** as a minority shareholder.

Three of Mars' pet food brands (Whiskas, Pedigree, and Royal Canin) each generate over \$1 billion in sales per year.

In the US, October is one of the biggest periods for Mars' chocolate products. In 2013, Mars had over \$1 billion in Halloween chocolate sales for the first time and Snickers was the number one product **handed out** to kids.

1	2	3	4	5
1	2	3	4	5

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