AGREEING AND DISAGREEING ABOUT IKEA FOOD SERVICES.



Activity One: Let's read through the expressions for agreeing and disagreeing.

Stating an opinion

* In my opinion...
* The way I see it...
* If you want my honest opinion....
* According to Lisa...
* As far as I'm concerned...
* If you ask me...

Asking for an opinion

* What's your idea?
* What are your thoughts on all of this?
* How do you feel about that?
* Do you have anything to say about this?
* What do you think?
* Do you agree?
* Wouldn't you say?

Expressing agreement

* I agree with you 100 percent.
* I couldn't agree with you more.
* That's so true.
* You're absolutely right.
* Absolutely.
* That's exactly how I feel.
* Exactly.
* I'm afraid I agree with James.
* No doubt about it.
* (Weak) I suppose so. /I guess so.
* You have a point there.
* I was just going to say that.
* Clearly
* Obviously
* That seems obvious to me
* That's true of course…

Expressing disagreement

* I would have to disagree with that.
* That doesn't seem right
* That doesn't ring true
* I don't think that can be true
* That's clearly not the case.
* That's not the case.
* That is not in fact correct.
* That is incorrect.
* I don't think so.
* (Strong) No way.
* I'm afraid I disagree.
* (Strong) I totally disagree.
* (Strong) I'd say the exact opposite.
* Not necessarily.
* That's not always true.
* That's not always the case.
* No, I'm not so sure about that.
* That's completely untrue.

Activity Two: Expressing your opinions

- Read out the statements about food services at IKEA.
- After each statement you must say if you agree and disagree and explain why using the expressions.
- Your teacher will correct your mistakes.

1. Ikea's in-store restaurants are central to its merchandising strategy.

2. IKEA only wants to sell food so that it can spread Swedish propaganda.

3. There is no meat content in the IKEA hot dogs.

4. IKEA launched it's own label food range in order to boost sales in a difficult economic period. The food services become therefore a more important part of business for IKEA.

5. Swedish people don't really eat meatballs but they want everyone else too as a joke.

6. If people don't like the quality of the restaurant food then they will not buy food in the shop.

7. IKEA does not want people to shop on an empty stomach because they will not stay in the store as long. This is the only reason why they have restaurants in the store.

8. IKEA is one of the biggest exporters of Swedish food in the world.

9. IKEA is a restaurant that happens to also sell furniture. The restaurant services are the most important part of the business.

10. French people expect high quality food compared to many other countries where IKEA offers food services. This means that there is an extra challenge to this part of the business in France.

11. It is paradoxical that IKEA sells such high volumes of food when Sweden is not well know for its food, particularly in France, which is renowned for its food!

12. French people's palates are not accustomed to the type of food that people in Sweden eat. They only buy it because it's convenient and therefore the IKEA own brand food will never sell well in France and will continue to be a drain on the IKEA France business profits.

13. The IKEA restaurants in France should offer French food as well as Swedish food.

14. IKEA employees in France don't like the products they are serving and selling in the restaurants and this is obvious to the clients.

15. IKEA restaurant employees have to feel passionate about the products they are selling in order to be successful.