Compare and Contrast

Activity One – **Compare** these chairs.
Comment on their *design, function and value for money*.



Ikea 25€

Conforama 45€





Habitat 150€

Alinea 59€



Remember – big, bigger, biggest, cheap, cheaper, cheapest.

Activity Two - Comparatives and superlatives**. Read through the guide and the list of words we use to compare things.**

Easy Access English

Words for comparing things

Than (*conjunction, preposition*) used when making comparisons

relatively (*adverb*) in comparison with someone or something similar

whereas (*conjunction*) used for comparing two things, people, situations, etc. and showing that there is an important difference between them

compared with/to - used for talking about the ways in which two things are different, or about the ways in which something has changed

relatively speaking - used for saying that something is true when you compare it with other similar things

by/in contrast - used when you are comparing two things or people and saying that the second one is very different from the first

next to - when compared to someone or something

relative – (*adjective)* - having a particular quality when compared with something else

the... the... used with "more," "less," and other comparatives for showing that when an amount, activity, feeling, or quality increases or is reduced, it causes something else to increase or be reduced at the same time

seen against something - considered in relation to something

Other transitional words and phrases for comparing things

By the same token, conversely, instead, likewise, on one hand, on the other hand, on the contrary, rather, similarly, yet, but, however, still, nevertheless, in contrast.

Activity Three – Compare the market.

Name your major competitors in your local market for the following items:

- Kitchens
- Garden furniture
- Plants
- Lowest priced decorations and accessories**.**
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Compare your competitors in terms of their strengths and weaknesses. Use comparatives and superlatives to explain their position in the market in comparison to IKEA. Use the words above.

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Activity Four – Local market.

Read the paragraph and fill the gaps with comparative and superlative forms.

France is a large country compared to other European countries. Furthermore its regions are situated in different climatic and economic zones. This has a considerable impact on local market conditions. In Paris, for example, people tend to live in small apartments. In the Avignon area, most people live in …….. houses and apartments. The local population of each store can vary greatly. The Northern Paris population have ……. incomes than those of stores in areas such as Montpellier, Lille, Lyon or Bordeaux. As for the weather conditions. Montpellier is situated in the south of France, as is Avignon, the summers are long and hot and the weather is therefore much…… than in Lille. As the summer lasts…….. in certain areas and as the weather is …….the ……. being maybe in Marseille, then demand for garden furniture and barbeque accessories for example is bound to be ……. in these southern cities. Some of the French stores are situated in University towns where the student population ensures interest for the …….. price range. In cities with the …… population of tourists and foreigners stores sell the……. sofa beds and middle of the range home furnishings and accessories. The different and ever changing needs of each local area are analysed each year by each store. The…… way to do this is to commission a survey or brand capital analysis for the local area. House visits and customer satisfaction surveys are also one of the…… ways of gaining a valuable insight into the local market.

Activity Five - Now compare the local market demands of these pairs of cities, again using comparatives and superlatives. For example, Paris Nord is a ***poorer*** area ***than*** Villiers.

- Caen, Evry
- Dijon, Brest
- Matz, Marseille
- Grenoble, Paris Sud
- Villier sur Marne, Henin-Beaumont

Compare them in terms of their local population, economy and climate and in terms of their turnover and areas of particular success or difficulty. (Franconville is the ***biggest*** store, Vitrolles is the ***furthest*** south… etc..)

Activity Five – Compare and contrast…



But 99€



Conforama 699€



Habitat 800€



Alinea 149€

Finally explain the features of a red ikea sofa bed which compares to the above and contrast it’s features to the four competitors above.