Plan of action

Securing the future









When we talk about the future in English we use either WILL or GOING TO.

Let's revise the future tense.*

1/ Present an action plan for your store. Explain **your medium and long term focus and goals and talk about range priorities.** You must use the future tenses.

2/ "Our real challenge for the future is preserving the concept behind IKEA and taking care of what we have achieved so far," *Kamprad*.

How will you help your company to preserve its values in the future?

3/ "As a retailer you have to constantly be open to change – change in product lines, in display and in appearance." *Kamprad*

What change is planned for the immediate future?

4/ Talk about your **short term focus** as reflected in the commercial calendar for the next three months. Explain your plans.

5/ Talk about the future of your **local market**. How will it evolve, what fsctors will affect it?

6/ Read the text on page three, answer the questions and then give your opinion about that future venture for Ikea. Give examples of any other big future plans you know of for Ikea.

*Future Tenses



Predictions/statements of fact - The auxiliary verb **will** is used in making predictions or simple statements of fact about the future.

The sun will rise at 6.30 tomorrow.

Lunch break today will be 10 minutes longer than usual.

If you help me, I will help you.

You won't reach your target if you don't start selling harder.

Intentions - The auxiliary verb **going to** is used in talking about intentions. (An intention is a plan for the future that you have already thought about.)

We're going to build a new warehouse next month.

In the new year I'm going to stop arriving late for work.

I'm not going to leave the store until my new project is finished.

What are you going to have for lunch today?

Note: going to is often used in the past tense to talk about an unfulfilled intention.

Example: He was going to call you, but he couldn't find his mobile phone.

Arrangements -The present continuous tense is used in talking about arrangements. (An arrangement is is a plan for the future that you have already thought about and discussed with someone else.)

I'm meeting my boss at the airport tomorrow.

Our colleagues from Sweden are visiting us this Friday.

My assistant is going to the dentist tomorrow.

Are you doing anything on Sunday morning?

Scheduled events - The present simple tense is usually used to refer to future events that are scheduled (and outside of our control). Hurry up! The train departs in 10 minutes.

I leave Frankfurt at 5 o'clock in the morning and arrive in New York at midnight the next day.

She has an appointment with the manager after work today.

There's no need to hurry. The train doesn't leave for another 30 minutes

Future Idioms. ***Try using some of them in a sentence, ask for examples.***

Here today gone tomorrow. A stitch in time saves nine. A nest egg.

Ahead of time. To save for a rainy day. Foreward thinking.

To think ahead The future looks bright. Never say never.

A Future Project for Ikea

The Swedish furniture company will begin focusing on more than just home interiors as it designs and builds a residential area outside of London

Why is Ikea doing this?

The company says it wants to bring its unique sense of design to urban planning, in a way that provides affordable housing to the city's citizens, with a focus on families. The project "promises the sort of pleasant population density" that could help countries with "dire housing shortages," says Doug Saunders at Canada's The Globe and Mail. And Ikea wants to make money, too: It's common in Europe for companies to "build and own entire communities and everything in them, with the goal of making cash by renting out homes, apartments, and offices," says Tim Newcomb at TIME.

What **will** an Ikea neighborhood look like?

The area **will** be a "reproduction of the sort of historic, chic downtown neighborhoods you find" in central London and Paris, says Saunders. The main streets **will** be lined with plain townhouses and five-story apartment buildings, and smaller streets **will** feature two- to three-story homes. The more citified part of the neighborhood **will** have several condominium towers, a hotel, and offices.



How **will** it be different from other neighborhoods?

For one thing, it **will** be car-free except for buses and ambulances. All cars entering the neighborhood **will** have to park in a vast underground garage. The area **will** also have a generous number of public areas and squares, and more pedestrian walkways. Ikea **will** encourage the establishment of farmers' markets and flower stalls, while keeping out check-cashing shops and other "common signals of neighborhood blight," says Kim at BangStyle.

And **will** it be decorated with Ikea furniture?

No. The neighborhood won't even feature an Ikea store. So "you can leave your Allen wrench" behind, says Newcomb.

Will the area actually be a good place to live?

It depends. While Ikea is offering a "pleasant environment" that encourages "you to have fun," the neighborhood's organic development could be choked off by a "mega-landlord with a penchant for neat design and social order," says Saunders. Ikea **will** no doubt keep Strand East "as well-run and orderly as possible," but "the concept of living in a cookie-cutter furniture-giant-run utopia is enough to induce doubt," says Kim.

Questions:

1/ Explain what Ikea is **going to build** outside of London

2/ Explain why they are **going to do** this.

3/ Explain what they are **going to do to make** it different from other neighbourhoods.

4/ Explain what the author of the article thinks the problems are **going to be**.