by Karina Frejlich	by Karina Frejlich	by Karina Frejlich	by Karina Frejlich
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by Karina Frejlich	by Karina Frejlich	by Karina Frejlich	by Karina Frejlich

Which form of	Which form of	Which form of	'The average
			business traveller
transport do you	transport do you	transport do you	takes seven trips
usually use to go to	usually use to	usually use to go	per year.' How
work?	travel on business?	on holidays?	many trips do you
			take?

What do you like	How do you think	14/h an minht	M/hat facilities are
about travelling?	airport hotels	When might	What facilities are
What do you not	differ from other	passengers want to	there in airport
like?	hotels?	use airport hotels?	hotels?

What are the

How airports hotels	advantages and	What facilities are	
save passengers	disadvantages of	obligatory in a hotel	How do you usually get to the airport?
time?	staying in an	when you travel?	ger to the airports
	airport hotel?		

How much time do	ls there a good	Have you ever	Have you ever
you spend packing	Ū	experienced	experienced a
for holidays and	restaurant near	meeting a very	really delayed
business trips?	your office? Why?	rude receptionist?	flight?

by Karina Frejlich	by Karina Frejlich	by Karina Frejlich	by Karina Frejlich
by Karina Frejlich	by Karina Frejlich	Fy Karina Frejlich	i i i i i i i i i i i i i i i i i i i
by Karina Frejlich	by Karina Frejlich	by Karina Frejlich	by Karina Frejlich
Egoop Coop Coop By Karina Frejlich	by Karina Frejlich	by Karina Frejlich	by Karina Frejlich

When do you usually take your holidays?	What kind of food do you like?	Are you interested in architecture when you travel on business?	What goods and services are often bought online?

Have you ever

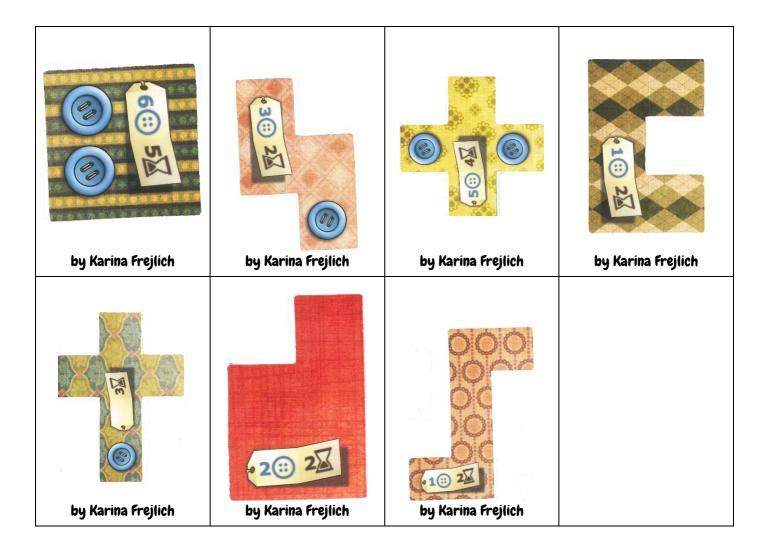
What do you buy	ls there anything	What do customers	experienced a late
• •	you would not buy	usually expect from	delivery of a
online?	online? Why?	online shops?	product you bought
			online?

Have you ever

experienced a	Do you have any	Are considering	What is your
wrong product	plans for this	changing your	meeting schedule
delivery when you	weekend?	current job?	for this week?
bought online?			

Would you	What do you think	What does an
recommend your	would make a good	online retailer look
company to other	online retail	for in a delivery
people? Why?	service?	company?

'Everybody is in sales. It doesn't matter what area you work in, you have clients and you need to sell.' Do you agree?



What makes a good compani global retailer? attrac	What can companies do to attract new customers?	How does your company advertise?	What do you think of your company's advertising campaigns?
	Do you agree that	Do you agree that	Do you agree that

Do you agree that	Do you agree that
there is too much	advertising is
advertising on TV	necessary in a free
and the Internet?	world?

there should be

strict controls on

what is advertised

and to who?