

## Lesson 04



# Products and Brands



Reduction ≠ increase  
cut ≠ hike  
cheap ≠ expensive  
low ≠ high  
bottom ≠ top  
upmarket ≠ downmarket  
mass ≠ niche

### Word combinations with 'price'

**Boom:** a good period for sellers, when prices are rising quickly.

**Controls:** government efforts to limit price increases.

**Cut** a reduction in price.

**Hike** an increase in price

**War** when competing companies reduce prices in response to each other

**Leader:** a company that is first to reduce or increase prices

**Tag:** label attached to goods, showing the price; also means 'price.'

**Upmarket and downmarket Products:** for example skis, exist in different **models**. Some are basic, some more **sophisticated**. The cheapest skis are **low-end** or **bottom-end**. The most expensive ones are **high-end** or **top-end products**, designed for **experienced users** (or people with a lot of money!). The cheapest entry-level skis are for beginners who have never bought skis before. Those in between are mid-range. If you buy sophisticated skis to replace basic ones, you trade up and move upmarket. If you buy cheaper skis after buying more expensive ones, you **trade down** and move **downmarket**.

Downmarket can show disapproval. If a publisher takes a newspaper downmarket, they make it more popular, but less cultural, to increase sales.

**Mass markets and niches** **Mass market** describes goods that sell in large quantities and the people who buy them. For example, family cars are a mass-market product. **A niche** or **niche market** is a small group of buyers with special needs, which may be profitable to sell to. For example, sports cars are a niche in the car industry.

**Reference:** Bill Mascull, *Business vocabulary in use*, Cambridge University Press, 2002

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