**Presenting a product or service**

Let´s imagine you gave a good impression in the interview and you obtain the job and you are asked to carry out a presentation of a product or service. This type of activity is common in many businesses and companies. Oral presentations are an important part of a business. Most businesses use oral presentations to discuss ideas or new business ventures.

**What is an oral presentation?**

The definition of an oral presentation is the delivery of a speech to an audience. In general, the purpose of a presentation may be to provide information, persuade the audience to accept a point of view, or encourage them to take action. An oral presentation presents subject content in an organized, concise and effective manner. Planning, writing and completing are three key elements in any oral presentation process.

**What is a product?**

A product is described as ‘a thing produced by labour or effort’. Product is also referred to ‘anything produced, or anything that can be offered to a market that might satisfy a want or need’.

**What is a service?**

A service is defined as ‘a system or an organization that provides the public with something that it needs’. It is also explained as ‘the work or the quality of work done by somebody when servicing a customer’. In simpler words, service is a form of a particular skills or help that a person is able to offer for customers but not producing goods. Just like goods, services are products which are bought and sold.

**Stages for the preparation of an oral presentation**

**1.** Plan the Presentation



**2.** Write the Presentation



## 3. Complete the Presentation

 

**Homework**

In groups of 4, you will decide on an innovative product or service to present orally. In the FORUM created for this week, you will state the name of the product or service and provide the names of the students of the group. Then work together to plan your presentation.

The weeks following, we will work on the writing and completing of the oral presentation.

The assignment needs to be checked by the teacher before the exam.