

DSE PAPER 4 • SPEAKING PRACTICE

Menu, Hong Kong culture
and how to decorate the space

DSE 2016 Paper 4 Set 6.3 • Lesson 7

HK CAFÉ IN SHANGHAI



What goes on the menu?

Two questions to get you talking



QUESTION 1 (Student A)

Do you go to coffee shops?

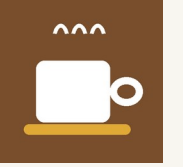
QUESTION 2 (Student B)

Would you like to go to a teddy bear coffee shop?

Your discussion task

As part of an extra-curricular Business Studies course, your group is going to present ideas for a Hong Kong-themed coffee shop in Shanghai. You may want to talk about:

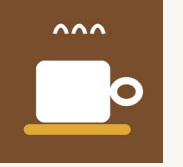
- what items you could sell in the coffee shop
- what you would like to promote about Hong Kong
- how you would decorate the coffee shop
- anything else you think is important



Q1 What items could you sell in the coffee shop?

SUGGESTED IDEAS — noun phrases

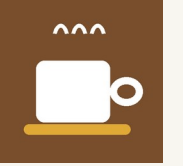
- Hong Kong-style drinks
- classic local snacks
- branded merchandise



Q2 What you would like to promote about Hong Kong

SUGGESTED IDEAS — noun phrases

- the food culture
- the look of the city
- Cantonese language and culture



Q3 How would you decorate the coffee shop?

SUGGESTED IDEAS — noun phrases

- a retro Hong Kong interior
- neon signage and a photo corner
- a Cantopop soundtrack
- a Hong Kong art wall



Part B – Question 7

What theme would be popular in a coffee shop in Hong Kong?

SUGGESTED IDEAS — noun phrases

- a retro Hong Kong theme
- a film or cartoon character theme
- an arts and music theme
- a pet-friendly theme

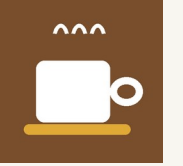


Part B – Question 8

How important is the atmosphere of a coffee shop?

SUGGESTED IDEAS — noun phrases

- **IMPORTANT:** people pay for the experience
- **NOT IMPORTANT:** the drink must still be good



Say it like this — from the lesson

The atmosphere is what **draws me in**.

Customers come for **the whole café experience**, not just the coffee.

I would serve a short menu of **Hong Kong classics** — egg tarts and pineapple buns.

The décor could promote Hong Kong's **cultural heritage**.

A strong visual theme gives customers **a reason to come and to post**.

An Instagram corner is **free advertising** — every guest becomes our marketer.

The atmosphere is what allows the café to charge **premium prices**.

The experience brings customers in, but the coffee **brings them back**.