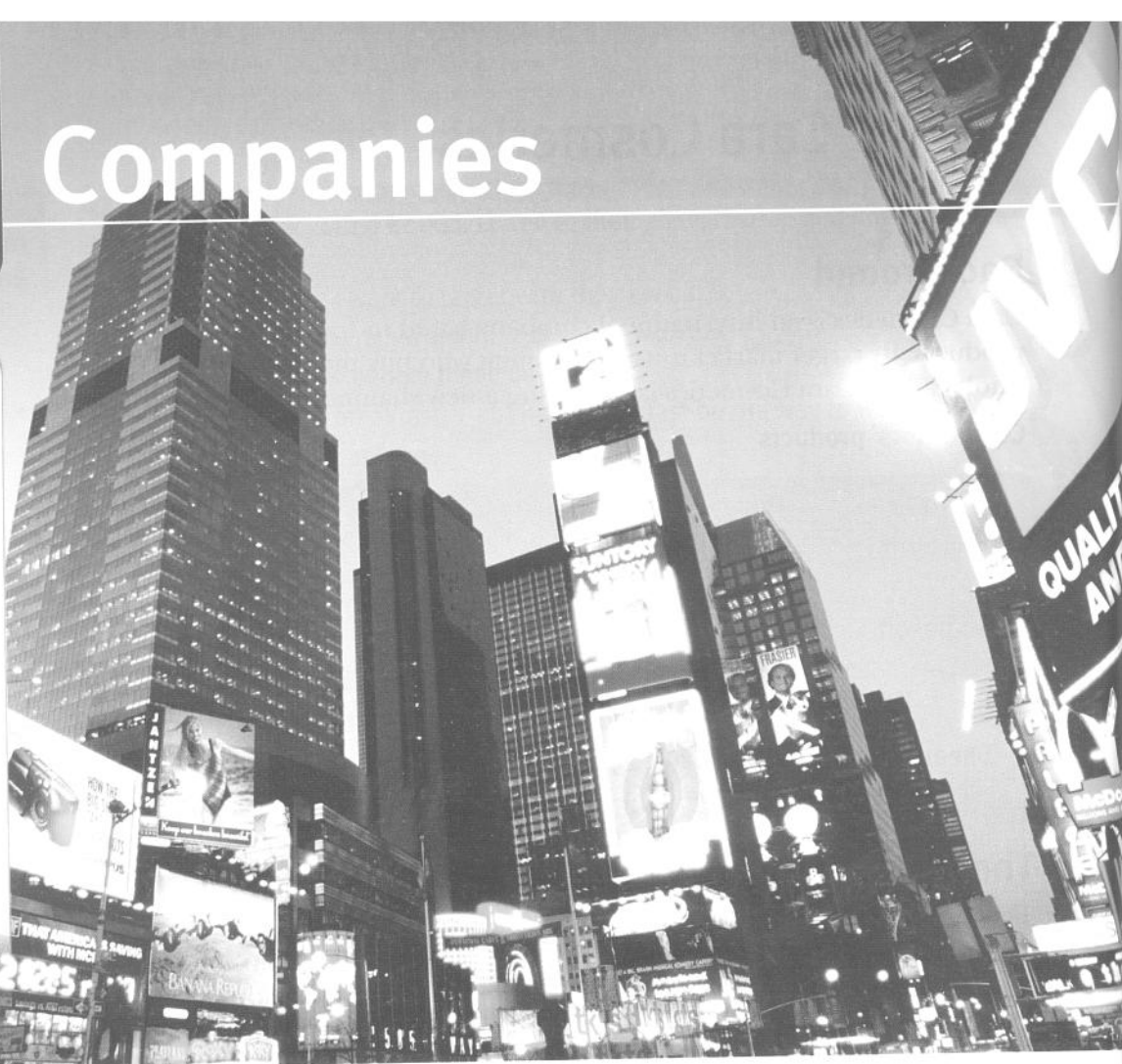




Companies

OVERVIEW

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You and your company



Big companies are small companies that succeeded.

Robert Townsend, American executive and author

Do the companies quiz. Discuss your answers with a partner. Then turn to page 137 to check your answers.

Which company:

- 1 began in 1865 as a forestry and power business?
a) Ericsson b) Nokia c) Motorola
- 2 produces the most successful toy in history?
a) Disney b) Fisher-Price c) Mattel
- 3 has its head office in San Francisco?
a) Levi-Strauss b) Nike c) Calvin Klein
- 4 buys more sugar than any other company in the world?
a) Nestlé b) Coca-Cola c) Suchard
- 5 employs more people than any other company?
a) Wal-Mart b) Siemens c) General Motors
- 6 has the largest factory in the world?
a) Boeing b) Ford c) Sony
- 7 was started by Ray A. Kroc in 1955?
a) Burger King b) Kentucky Fried Chicken c) McDonald's

What famous companies come from your country? What do they do or make?

Listening

The Mini range



▲ Martina Mertes

- A** Martina Mertes is Corporate Communications Manager for the Mini range of cars at BMW. Tick the words you think you will hear in the interview.

model launch production factory university
demand exhibition

- B** Check the meanings of any words you don't know in a good dictionary.

- C** 9.1 Listen to the interview. Then answer these questions.

- 1 Where is the factory? *Oxford*
- 2 How is business?
- 3 How many days a week is the factory working to meet demand?
- 4 What is the biggest market for Minis?
- 5 What is the newest market for Minis?
- 6 Where were the original Minis built?
- 7 Is BMW developing new models in Oxford?

Language focus 1

Present continuous

- We use the present continuous to talk about temporary actions and situations that are happening now.

*The factory **is working** seven days a week.*

*We **are selling** in 72 different countries.*

*What **is** Jackie doing? She **is talking** to a customer.*

- The present continuous is formed with *be* and the *-ing* form of the main verb.

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- A** Complete these sentences with the present continuous form of the verbs in brackets.

- 1 BMW *is selling* (sell) Minis in China now.
- 2 People (work) in the factory 51 weeks a year.
- 3 I (call) about a problem.
- 4 Many Chinese people (learn) English.
- 5 She (attend) a course on presentations.
- 6 He (not work) in the office today.
- 7 They (entertain) some foreign guests.

- B** Complete the article about the food group Pret a Manger. Use the present continuous form of the words from the box.

increase export plan expand translate

The number of Pret a Manger (PaM) shops *is increasing*...¹ not only in London, but also in other parts of the UK. At present PaM ² its overseas business, particularly in China. Currently it ³ its advertising material into Chinese. PaM ⁴ its winning formula to Hong Kong and Japan. PaM ⁵ to open new shops in New York.

- C** How is your business, institution or life changing?



Vocabulary

Describing companies

- A** These sentences describe two companies, Autotech and Green Fingers. Choose pairs of sentences which describe similar things and match them with the correct company.

AUTOTECH A large car parts company	GREEN FINGERS A small garden products company
<i>John Smith started Autotech in 1960.</i>	<i>George and James Hawkins began Green Fingers in the 1920s.</i>

- John Smith started Autotech in 1960.
- It has a workforce of 2,500.
- Autotech exports to over 12 countries.
- It manufactures car parts.
- It introduces one or two new components each year.
- It employs about 35 people.
- Green Fingers sells some of its products abroad.
- It makes garden products.
- George and James Hawkins began Green Fingers in the 1920s.
- Green Fingers supplies the gardening industry.
- It launches twelve new products a year.
- Autotech provides components for the car industry.

- B** Now underline the verbs which mean the same thing in each pair of sentences in the box in Exercise A.

John Smith started Autotech in 1960.

George and James Hawkins began Green Fingers in the 1920s.

- C** Use verbs from Exercise A which you underlined to complete this company profile.

GKS

GKS Services ¹ in 1989 when Dieter Norland left his job as an engineer in the computer industry. The company ² high-tech security alarms and ³ its products all over the world. It ⁴ 150 people at its factory near Rotterdam, although the company's head office is in Amsterdam and ⁵ a staff of 20. The company ⁶ a number of new products each year. GKS Services ⁷ products to the security industry and ⁸ domestic alarms for the general public.



Language focus 2

Present simple
or present
continuous

Complete the rules with *present simple* or *present continuous*.

- We use the to describe permanent situations, ones which won't change.

I work in Paris.

- We use the to describe temporary situations, ones which happen for a short time.

I'm working in Paris.

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A Underline the present simple or the present continuous form of the verb to complete these sentences.

- 1 I stay / *am staying* at the Ritz every time I'm in New York. I *stay* / *am staying* at the Ritz at the moment.
- 2 She *works* / *is working* at home today. She *works* / *is working* at home every day.
- 3 She often *calls* / *is calling* Russia. At the moment she *calls* / *is calling* a customer in Moscow.
- 4 I don't usually *deal* / *dealing* with the paperwork. I *deal* / *am dealing* with all the paperwork while Susan is away.
- 5 It normally *takes* / *is taking* about two months. But this delivery *takes* / *is taking* longer than usual.
- 6 We normally *use* / *are using* a London firm. This time we *use* / *are using* a different company.

B Complete this article with the present simple or the present continuous form of the verbs in brackets.

Profile



The Inditex group

The Inditex group ^{owns} ¹ (own) six fashion chains including Zara. It ² (have) around 1,500 stores worldwide. It ³ (operate) in 44 countries. Inditex ⁴ (employ) 27,000 people and ⁵ (have) more than 200 fashion designers.

Currently the fashion designers ⁶ (work) on next year's designs. The Inditex group ⁷ (do) very well at the moment, and it ⁸ (try) to become a global fashion leader.

Amancio Ortega, the founder of Inditex, also ⁹ (invest) in property and hotels. Most of this year's investment ¹⁰ (stay) in Spain.

- C** Work in pairs. Role play this situation. Student A works at the EBB Bank. Student B works at the Goldcrest Hotel. Take it in turns to show each other around your company. Say what happens in each area and what is happening now.

Student A

EBB Bank

Area	What happens	What is happening now
Main hall	serve customers	cashier / talk / to a customer
Currency section	exchange foreign currency	customer / change / dollars into euros
Loans Section	assistant manager arranges loans for customers	assistant Manager / talk / to a customer on the phone
Manager's office	manager works	manager / meet / an important client
Reception desk	staff answer questions from customers	receptionist / listen / to a customer's complaint



This is the main hall. We serve customers here. At the moment a cashier is talking to a customer.

Student B

Goldcrest Hotel

Area	What happens	What is happening now
Kitchen	prepare and cook meals	chefs / prepare / today's lunch
Restaurant	serve breakfast, lunch and dinner	waiter / clear / the tables
Reception	welcome guests, answer calls	receptionist / talk / to a guest
Gift shop	sell souvenirs	sales assistant / help / a customer
A bedroom	guests stay	maid / clean / the room



This is the kitchen. We prepare and cook meals here. At the moment the chefs are preparing today's lunch.

Skills

Starting a presentation

A 9.2 Listen to the start of a presentation. Number items a) to e) in the order you hear them.

- a) There are three parts to my presentation. Firstly, ☐
- b) By the end of my presentation you will understand clearly our future plans. ☐
- c) Good afternoon, everyone. My name's Ricardo Valdes. ☒
- d) I'd like to talk about our new marketing strategy. ☐
- e) Finally, the details of the costs ... ☐

B 9.2 Listen again. Match the headings 1 to 4 to the items a) to e) in Exercise A.

- 1 Topic of the talk
- 2 Aim
- 3 Greeting the audience
- 4 Plan of the talk

C Work in pairs. Prepare an introduction to a presentation. Then introduce the presentation to each other. Choose role A or role B, and use the notes to introduce your presentation. Add any information you wish.

Role A

- Topic The launch of your company's new product
- Plan
 - 1 The background to the launch
 - 2 The features of the new product
 - 3 The advertising and marketing plans
- Aim To give a clear idea of the sales potential of the product

Role B

- Topic Your company's new e-mail system
- Plan
 - 1 The background
 - 2 Why the company needed to change the system
 - 3 How to use it and to report faults
- Aim To give a clear idea of how the new e-mail system improves communication in the company

Useful language

Greeting

Good morning / afternoon. I'm ...
Hello, everyone. Nice to see you again.

Topic

My subject today is ...
I'd like to talk to you about ...
I'm going to talk about ...

Plan

There are three parts to my presentation.
My presentation is in three sections.
Firstly, ...
Secondly, ... Finally, ...

Aims

By the end of my presentation, you will have a clear idea of ...
By the end of my talk, you will understand how / why ...