



English Language 1

Lecture 9

ENG 101

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UNIT

9

Companies

'Companies, like people, cannot be skilful at everything.'
Dorothy Leonard, US academic and business author

OVERVIEW

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presentation

CASE STUDY

Presenting your
company



Starting Up

Which company:

- | | | |
|--|---|---|
| <p>1 began in 1865 as a forestry and power business?
a) Ericsson <u>b) Nokia</u> c) Motorola</p> <p>2 makes clothing, but is not American?
a) Juicy Couture <u>b) Diesel</u>
c) Abercrombie and Fitch</p> <p>3 has its head office in San Francisco?
a) <u>Levi-Strauss</u> b) Nike c) Disney</p> <p>4 buys more sugar than any other company in the world?
a) Nestlé <u>b) Coca-Cola</u> c) Suchard</p> | <p>5 employs more people than any other company?
a) <u>Walmart</u> b) Siemens
c) General Motors</p> <p>6 has the largest factory in the world?
a) <u>Boeing</u> b) Ford c) Sony</p> <p>7 was started by Ray A. Kroc in 1955?
a) Burger King
<u>b) McDonald's</u>
c) Kentucky Fried Chicken</p> | <p>8 is not based in Seattle, Washington?
a) Starbucks
b) Amazon
<u>c) Microsoft</u></p> <p>9 produced the world's best-selling car?
a) Ford <u>b) Volkswagen</u> c) Fiat</p> <p>10 is the most admired in the world?
a) FedEx
b) Google
<u>c) Apple</u></p> |
|--|---|---|

VOCABULARY
Describing companies

A

The sentences below describe two companies, Dalotek and Green Shoots. Choose pairs of sentences which describe similar things and write them in the correct column of this chart.

Dalotek

A large car-parts company

Green Shoots

A small garden-products company

John Smith started Dalotek in 1960.

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

- | | | |
|----|--|--------------|
| 1 | John Smith started Dalotek in 1960. | |
| 2 | It has a workforce of 2,500. | Dalotek |
| 3 | Dalotek exports to over 12 countries. | Dalotek |
| 4 | It manufactures car parts. | Dalotek |
| 5 | It introduces one or two new components each year. | Dalotek |
| 6 | It employs about 35 people. | Green Shoots |
| 7 | Green Shoots sells some of its products abroad. | Green Shoots |
| 8 | It makes garden products. | Green Shoots |
| 9 | George and James Hawkins began Green Shoots in the 1920s. | |
| 10 | Green Shoots supplies the gardening industry. | Green Shoots |
| 11 | It launches 12 new products a year. | Green Shoots |
| 12 | Dalotek provides components for the car industry. | Dalotek |

B

Underline the verbs or verb phrases which mean the same thing in each pair of sentences in the chart in Exercise A.

John Smith started Dalotek in 1960.

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

Answers

1/9: started, began

2/6: has a workforce of, employs

3/7: exports, sells some of its products abroad

4/8: manufactures, makes

5/11: introduces, launches

10/12: supplies, provides



Use the verbs you underlined in Exercise B to complete this company p



GNK Services

GNK Services began¹ in 1989 when Dieter Norland left his job as an engineer in the computer industry. The company exports/sells² high-tech security alarms and employs/has a workforce of³ its products all over the world. It has/employs⁴ 150 people at its factory near Rotterdam, although the company's head office is in Amsterdam and supplies/provides⁵ a staff of 20. The company launches/introduces⁶ a number of new products each year. GNK Services supplies/provides⁷ products to the security industry and supplies/provides⁸ domestic alarms for the general public.



LISTENING

A favourite company



A

 CD2.17 Jeremy Keeley, a specialist in change leadership, is talking about his favourite company. Listen to the first part of the interview and complete these notes.

LEADERS

- decent people who look after¹ their workers
- care about their customers²
- want to meet customers' needs³
- care about the environment

WORKERS

- believe they're helping people when they most need⁵ it



B **CD2.18 Listen to the second part of the interview and answer these questions.**

- 1 What type of company would Jeremy like to work for? *A company that has a big purpose*
- 2 What sort of things would that company produce or do? *Green energy, affordable housing for the poor or ways of feeding people*
- 3 What do the best companies have in common? *Strong leadership*
- 4 Which of the following does Jeremy mention?
 - a) wanting workers to work at their best
 - b) understanding customers' needs
 - c) looking after the environment
 - d) promoting equality
 - e) being ethical and legal



 CD2.19 Listen to the final part. What are these companies famous for?

1 Rolls Royce 2 Apple 3 Google 4 Fairtrade 5 Body Shop

leadership

innovation and
creativity

inventing
new
products

looking
after
people in
the world

environmentally
friendly

Watch this video

https://drive.google.com/file/d/1vkrLtmJnHeP1jEYVRdOFpBHE_ARFYi-9/view

Watch this video

https://drive.google.com/file/d/17G3fvAx0t9yr__Sq8z2uLCdIUJRcnG58/view

Watch this video

<https://drive.google.com/file/d/1PFbESOkrrT9BrjiJ04Ly4eKR5KhvAmgt/view>

LANGUAGE FOCUS 1

Present continuous

- We use the present continuous to talk about temporary situations and actions that are happening now.
*We can't find an office in the centre of town, so now we **are** (we're) **looking** in the business park.*
*'What **is** Helene **doing**?' 'She **is** (She's) **having** lunch with a customer.'*
- We also use the present continuous to talk about developments and changes.
*The cost of energy **is rising** quickly.*
*Costs are lower in Vietnam, so we **are** (we're) **moving** production there.*
- The present continuous is formed with *be* and the *-ing* form of the main verb.

Present continuous Form

+	I'm He's/She's/It's You're/We're/They're	waiting.
—	I'm not He/She/It isn't You/We/They aren't	working.
?	Am I Is he/she/it Are you/we/they	coming?

Short answers

Yes, I am.

Yes, he/she/it **is**.

Yes, you/we/they **are**.

No, I'm not.

No, he/she/it **isn't**.

No, you/we/they **aren't**.

Uses

We use the present continuous:

- to talk about actions in progress at the time of speaking.

*I'm **using** the photocopier at the moment.*

*Not now, I'm **talking** to a customer.*

- for actions that are not necessarily in progress at the time of speaking, but have not finished.

*I'm still **writing** that report.*

*We're **trying** to enter new markets.*

- for temporary situations.

*We're **staying** at the Hilton for the next few days.*

- A** Complete these sentences with the present continuous form of the verbs in brackets. Use contractions where possible.
- 1 Matti isn't in the office today. He's *meeting* (meet) customers all day.
 - 2 Marta's on the phone. She *is calling* (call) about the sales figure.
 - 3 I can't come to the meeting. I *am writing* (write) a report. I must finish it this morning.
 - 4 We *are building* (build) a new factory in Spain. The work is nearly finished.
 - 5 The marketing team is very busy right now. They *are working* (work) on the launch of a new product.
 - 6 Our business in Japan *isn't going* (not go) well at the moment.
 - 7 We have a lot of orders, so production *is hiring* (hire) 40 extra staff.

C Complete the sentences with the present continuous form of the verbs in brackets. Use the negative where necessary.

- 1 Business is not very good this season so we *aren't recruiting* any extra staff.
(recruit)
- 2 How about Fadila? Is she at head office or she from home? (work)
- 3 We're glad to report that our shops very well. (do)
- 4 Sales are now much better in the east of the country, but they in the west. (increase)
- 5 Don't worry, Mr Lorenz to open a new factory. 'No more expansion!' he said. (plan)
- 6 Who with all the paperwork this week? (deal)

READING

Gamesa



A

Discuss these questions.

- 1 How popular is wind energy in your country?
- 2 Which of these points are advantages and disadvantages for wind energy?
Add other points you can think of.
 - safe • clean form of energy • wind is not constant • noisy • ugly

B Before you read the article, match the words and phrases (1–6) to their meanings (a–f).

- | | |
|-----------------------|--|
| 1 to install | a) to start something new |
| 2 manufacturing plant | b) a company that is owned by another larger company |
| 3 subsidiary | c) to put equipment in position, so it is ready to use |
| 4 to set up | d) a company that you buy from |
| 5 component | e) a factory that makes machines and equipment |
| 6 supplier | f) a part of a machine |
-

New markets for Gamesa

Four new wind turbines, beside a banana farm in a southern Indian village, turn in the wind, producing electricity for the local community.

5 The turbines are made by Gamesa, a world leader in wind technology.

The Spanish company designs, manufactures and installs wind turbines all over the world. It has sales
10 offices in 20 countries and 30 manufacturing plants in Europe, the US, China and now in India and

Brazil, too. It employs nearly 8,000 people worldwide.

15 Because of weakness in its traditional European and US markets, Gamesa's strategy for growth is to expand its business in India and Latin America, especially Brazil. The strategy is working. In the first half of 2011, revenues rose by 26% to €1,297 million. In the same period, sales were up 29%. For the first time in its history, 100% of its sales
20 were from outside Spain.





Complete this fact file.

Company	<i>Gamesa</i> ¹	Products	<i>wind turbines</i> ³
Nationality:	<i>Spanish</i> ²	Growth markets	India and <i>Latin America</i> ⁴
Numbers of:		Results (first half 2011)	
• employees	<i>nearly 8.000</i> ⁵	• Revenues:	<i>26% to €1,297m</i> ⁸
• countries with sales offices	<i>20</i> ⁶	• Sales:	<i>29%</i> ⁹
• manufacturing plants	<i>30</i> ⁷		

Match words and phrases from the articles on Gamesa to make partnerships

- | | | | |
|-----------------|-------------|-----------|---------------------------|
| 1 wind | a) plant(s) | 5 enter | e) quality |
| 2 sales | b) centre | 6 set up | f) the (Brazilian) market |
| 3 manufacturing | c) turbines | 7 recruit | g) a subsidiary |
| 4 technology | d) offices | 8 improve | h) (more) workers |
-

LANGUAGE FOCUS 2

Present simple or present continuous

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

- We use the *present simple* to describe permanent situations, ones which won't change.
I work in Paris.
- We use the *present continuous* to describe temporary situations, ones which happen for a short time.
I'm working in Paris this month.

Present simple or present continuous

- We use the present simple to describe permanent situations which will not change.

*I **work** in Paris.*

- We also use the present simple to talk about habits.

*I normally **drive** to work.*

- We use the present continuous to describe temporary situations – situations which happen for a short time.

*I'm **walking** to work this week.*

A

Which tense are these time expressions normally used with? Put them in the correct column of the chart below.

always at the moment currently every day normally now
this time today usually

Present simple

always

every day

normally

usually

Present continuous

at the moment

currently

now

this time

today

B Choose either 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 Jan *works* / *is working* from home today. She usually *works* / *is working* at the company's training centre.
- 3 She often *calls* / *is calling* Russia. Right now, 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 Deliveries *take* / *are taking* over two months at present. Usually they *take* / *are taking* just six weeks.
- 6 Most of the time we *use* / *are using* DHL for deliveries. This time, we *use* / *are using* a different company.



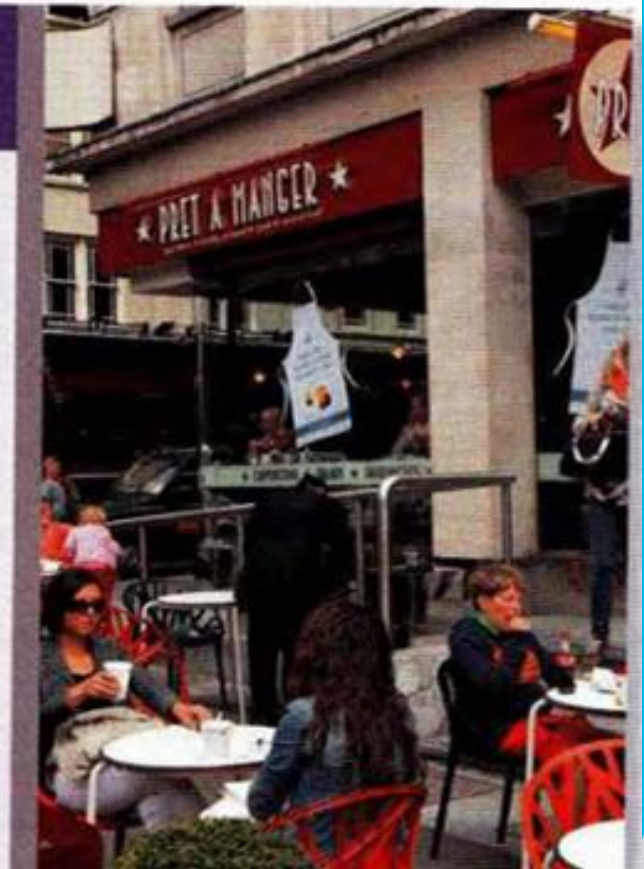
Complete this article with the present simple or the present continuous form of the verbs in brackets.

Profile PRET A MANGER

Pret A Manger¹ (be) a UK company and one of the world's leading sandwich chains. It² (sell) freshly made sandwiches in busy city centres. At the end of each day, the shops³ (give) any unsold products to the homeless. Currently, Pret⁴ (do) very well in the south of England.

Pret⁵ (operate) a total of 232 UK outlets, and this year it⁶ (plan) new outlets for London. In the US, it⁷ (have) 23 outlets in New York and another 10 in Hong Kong.

Pret's international activities⁸ (grow) in importance. This month, as part of the next stage of expansion, Pret⁹ (open) its first two shops in Paris. At the same time, the marketing team¹⁰ (work) with Lewis PR, a global PR company, to improve the brand's international image.



D Work in pairs. Role-play this situation. Take it in turns to show each other around your company. Say what happens in each area and what is happening now.

Student A



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

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

Student B



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

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



SKILLS

Starting a presentation



A CD2.20 Listen to the start of a presentation. Number these items (a–f) 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 Robert Ford.
- d) If you don't mind, let's leave questions to the end.
- e) I'd like to talk about our new marketing strategy.
- f) Finally, the details of the costs ...

3

5

1

6

2

4



SKILLS

Starting a presentation



Watch the presentation on the DVD-ROM.



A

CD2.20 Listen to the start of a presentation. Number these items (a–f) in the order you hear them.

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- f) Finally, the details of the costs ...

3

5

1

6

2

4

B

CD2.20 Listen again. Match the headings (1–5) to the items (a–f) in Exercise A. One heading goes with two items.

- 1 Topic of the talk e
- 2 Aim b
- 3 Greeting the audience c
- 4 Plan of the talk a, f
- 5 Dealing with questions d

New Marketing Strategy





Case Study

Presenting your company

How to make a good impression

Background

You are beginning a training course on giving presentations. The trainer has provided a structure for an introduction (see below). She asks you to introduce yourself and the company you work for. You are all from different parts of the world and different industries.

 CD2.21 At the beginning of the course, the trainer gives a model presentation. Listen, then answer these questions.

- | | |
|---|---|
| 1 What is the aim of the presentation? | 3 What are its turnover and profit? |
| 2 Where is Fiestatime's most important store? | 4 What does the company plan to do next year? |

Structure for presentation

A Greeting

- Your name
- Your position

B Topic

- Subject/purpose of talk

C Plan of talk

- Sections/parts of talk

D Facts and figures

- Company products or services
- Important figures: number of employees, turnover, profits
- Your main competitors
- Your duties

E Future developments

- Your plans for next year

Task

- 1 Work in small groups. Read your company profile.

Student A: Turn to page 133.

Student B: Turn to page 142.

Student C: Turn to page 143.



- 2 Prepare a short presentation about yourself and the company you work for. It should last approximately one minute.
- 3 Make your presentation to the other members of your group. Try to answer any questions they ask.
- 4 As a group, decide what you liked about each presentation. Why was it interesting?

Student A

Position:	Advertising Manager, Omnia Supermarkets Head office: Paris, France
Duties:	• plan advertising campaign • prepare budgets • lead and motivate staff
Company profile:	A group of supermarkets and convenience stores in France; sells food, household products and furniture
Employees:	Approximately 1,500
Turnover:	€220 million
Profit:	€18.4 million
Competitors:	Carrefour, Auchamp, other supermarket chains
Plans:	• to build more convenience stores • to sell more 'own label' products

Student B

Position:	Production Manager, Miriam Palmer Health Care Head office: Munich, Germany
Duties:	• to manage and control production • to check product quality • to supervise and motivate the factory workers
Company profile:	makes beauty and skin-care products; sells its products in 25 countries
Employees:	2,500
Turnover:	US\$85 million
Profit:	US\$10.2 million
Competitors:	L'Oréal, Henkel
Plans:	• to set up factories in Africa • to launch a new hair shampoo in the US

Student C

Position:	Conservation Officer, The Forest Life Trust Headquarters: Vancouver, Canada
Duties:	• to raise money for wildlife projects • to persuade government officials to protect wildlife in their country
Company profile:	A non-profit organisation to protect all wildlife; it has thousands of members and supporters worldwide.
Employees:	10 full-time employees at Head Office; many unpaid workers
Turnover:	US\$12.6 million
Profit:	Non-profit organisation
Competitors:	other wildlife organisations
Plans:	• to organise a worldwide campaign to protect large animals • to contact famous people to appear in an advertising campaign for the Trust



Thank You

