

UNIT

# 2

# Companies

*'Corporations are not things. They are the people who run them.'*  
*Charles Handy, Irish management guru*

## OVERVIEW

### VOCABULARY

Describing  
companies

### LISTENING

A successful  
company

### READING

Two different  
organisations

### LANGUAGE REVIEW

Present simple and  
present continuous

### SKILLS

Presenting your  
company

### CASE STUDY

Dino Conti Ice  
Cream



## STARTING UP

**A**

**Which of these companies do you or would you like to work for?**

- 1 a family-owned company
- 2 a multinational company
- 3 your own company (be self-employed)

**B**

**Can you name a company in each of these business sectors? Is there one that you would like to work for?**

- Telecommunications/Media
- Engineering
- Pharmaceuticals/Chemicals
- Construction
- Banking and finance
- Transport
- Manufacturing
- IT/Electronics
- Food and drink
- Retailing
- Another service industry
- Tourism

Describing  
companies

A

Complete the chart on the next page with the information in the box below.  
Then write sentences about the companies.

EXAMPLE: *Cisco Systems is an American company which supplies Internet equipment.*

American Express   container-ship operator   fashion/retail   Finnish  
Japanese   Korean   Nokia   oil and gas   pharmaceuticals   Toyota

Company	Main activity	Nationality
Cisco Systems	Internet-equipment supplier	American
..... <b>Toyota</b>	Car manufacturer	<b>Japanese</b> <sup>2</sup>
Inditex	.... <b>fashion\retail</b>	Spanish
<b>American Express</b> <sup>4</sup>	Travel and financial services provider	American
Roche	... <b>pharmaceuticals</b> <sup>5</sup>	Swiss
Samsung	Electronic-goods maker	<b>Korean</b> <sup>6</sup>
..... <b>Nokia</b>	Telecommunications	<b>Finnish</b> <sup>8</sup>
Hapag-Lloyd	..... <b>container-ship operator</b> <sup>9</sup>	German
Petrobras	..... <b>oil and gas</b> <sup>10</sup>	Brazilian



**B**

**Complete the sentences below with the words and phrases in the box.**

head office   market share   net profit   parent company  
share price   subsidiary   ~~turnover~~   workforce

- 1 The amount of money a company receives from sales in a particular period is called its **turnover**.
- 2 The money a company makes after taking away its costs and tax is its **net profit**.
- 3 A company which owns another company is called a **parent company**.
- 4 The employees in a particular country or business are called the **workforce**.
- 5 The percentage of sales a company has in a particular market is its **market share**.
- 6 The main building or location of a large organisation is its **head office**.
- 7 The cost of a company's shares is its **share price**.
- 8 A company which is more than 50% owned by another company is called a **subsidiary**.

C

Complete this extract from a company report with appropriate words or phrases from the box in Exercise B.

### Financial performance


I am pleased to say the parent company<sup>1</sup> has continued its excellent performance. We are changing, growing and doing well at a difficult time for the industry. turnover<sup>2</sup> was €57.2 million, an increase of 15% on last year, and net profit<sup>3</sup> rose by 5% to €6.4 million.

We are a highly competitive business. We have increased our market share<sup>4</sup> to 20%. Consequently, our share price<sup>5</sup> has risen and is now at an all-time high of €9.6.

Increased production and strong demand have had a positive effect on our cashflow, so we are able to finance a number of new projects. We have successfully moved to our new head office<sup>6</sup> in central London. We are now planning to start full production at the recently opened Spanish subsidiary<sup>7</sup> in October.

Finally, thanks once again to our loyal and dedicated workforce<sup>8</sup>. Our employees will always be our most valuable asset.

D

 CD1.17 Listen to the CEO reading from the company report and check your answers to Exercise C.

## CD1 TRACK 17

I am pleased to say the parent company has continued its excellent performance. We are changing, growing and doing well at a difficult time for the industry. Turnover was €57.2 million, an increase of 15% on last year, and net profit rose by 5% to €6.4 million.

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**E**

**Now talk in the same way about your own company or one you know well. Which other companies in your country are doing well / not doing well at the moment?**



**f** ??????????????? a system in which people work a particular number of hours, but can change the times at which they start and finish

**p** ??????????????? something that is made and sold by a company

**q** ??????????????  
?? something that a person or thing has as part of their character or nature, especially something good

**A** Before you read the article, discuss these questions.

- 1 What do you think is a typical day in the life of the CEO of a big company?
- 2 How much time do CEOs spend travelling?
- 3 Do CEOs need holidays?

**B** Look through this article. Can you find any of the ideas you discussed in Exercise A?

# Business diary: Eugene Kaspersky

by Mary Watkins

Eugene Kaspersky is CEO of Kaspersky Lab, the Russian security software company. The company is based in Moscow and has offices in 29 countries. Its main competitor is Symantec. Most of the company's sales are outside Russia.

Kaspersky spends 50% of his time in Moscow, but the other 50% he travels. He is often away for more than three weeks at a time. When he is away, he attends meetings, goes to trade shows and sometimes gives presentations. When he is in the office, he spends time talking informally to colleagues – at their desks or in the company restaurant.

The Moscow office is like a big family. Many people in the office are friends. Some go on holiday together. Everyone dresses

informally. Kaspersky normally wears shirts and jeans, but he has a suit for important meetings with presidents and prime ministers.

In Moscow, he does not get up early, especially after a business trip. "On some business trips, I only get three or four hours' sleep a night, so I need to relax," says Kaspersky. At the end of a busy Moscow office day, he goes to the gym with his personal trainer. "It's a great way to relax after a busy day in the office." If he can, he also takes two days off a month.

Holidays are important too. "In winter, I go skiing. In the summer, I often go to the mountains, where I can't use the Internet or my mobile phone. But I can get a satellite connection."



**C****Answer these questions.**

- 1 Is Kaspersky a formal or informal CEO?
- 2 Is most of his business in Russia or in other countries?
- 3 Does he work 24/7 (24 hours a day, seven days a week)?

**D****Decide whether these statements are true (T) or false (F). Correct the false ones.**

- 1 Kaspersky travels a lot. T
- 2 He wears formal business clothes in the office.
- 3 He gets up early every day.
- 4 He goes to the gym after work.
- 5 He likes to have time to relax when he's in Moscow.
- 6 He only has holidays in summer.



**E**

**In each box, match the words that go together.**

1 trade

a) trip

5 attend

e) presentations

2 business

b) show

6 give

f) skiing

3 personal

c) day

7 spend

g) meetings

4 office

d) trainer

8 go

h) time

**F**

**Work in pairs. Tell your partner about your day and your holidays.**

*I get up ...*

*I arrive at work/school at ...*

*For my holidays, I ...*