

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> |
| Inditex                 | .... <b>fashion\retail</b>             | Spanish         |
| <b>American Express</b> | Travel and financial services provider | American        |
| Roche                   | ... <b>pharmaceuticals</b>             | Swiss           |
| Samsung                 | Electronic-goods maker                 | <b>Korean</b>   |
| ..... <b>Nokia</b>      | Telecommunications                     | <b>Finnish</b>  |
| Hapag-Lloyd             | ..... <b>container-ship operator</b>   | German          |
| Petrobras               | ..... <b>oil and gas</b>               | 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**.

26 Valeriya Fadoeva

**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

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

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

**q** **quality** 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  
5 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  
15 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  
20 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  
25 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  
30 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,  
35 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  
40 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 ...*