

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
..... Toyota	Car manufacturer	Japanese
Inditex fashion\retail	Spanish
American Express	Travel and financial services provider	American
Roche	... pharmaceuticals	Swiss
Samsung	Electronic-goods maker	Korean
..... Nokia	Telecommunications	Finnish
Hapag-Lloyd container-ship operator	German
Petrobras oil and gas	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 company¹ has continued its excellent performance. We are changing, growing and doing well at a difficult time for the industry. turnover² was €57.2 million, an increase of 15% on last year, and net profit³ rose by 5% to €6.4 million.


We are a highly competitive business. We have increased our market share⁴ to 20%. Consequently, our share price⁵ has risen and is now at an all-time high of €9.6.

head office

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 office⁶ in central London. We are now planning to start full production at the recently opened Spanish subsidiary⁷ in October.

Finally, thanks once again to our loyal and dedicated workforce⁸. 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 **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 ...