


SKILLS

Presenting your company

A

What sort of presentations have you given? How did you feel?


B

 **CD1.22 Listen to the beginning of a presentation by Robert Pullin, Director of Human Resources at DCV Fashions, and answer these questions.**

- 1 What is the main aim of the presenter?
- 2 What kind of audience is he probably addressing?


**CD1 TRACK 22 (RP = ROBERT PULLIN)**

RP: Good morning, everyone. Thanks for coming to my presentation. My name's Robert Pullin, I'm the Director of Human Resources at DCV Fashions. My purpose today is to talk to you about our company. You can then decide if you'd like to work for us in the future. First, I'll give you some basic information about DCV Fashions. After that, I'll explain why we've been so successful in the fashion industry. Next, I'll tell you about our mission statement. This describes what we're all about, why we're in business. And finally, I'll explain how we communicate with people through our advertising and promotion.

 **CD1.22 Listen again and complete this paragraph.**

.....¹, I'll give you some basic information about DCV Fashions.², I'll explain why we've been so successful in the fashion industry.³, I'll tell you about our mission statement. This describes what we're all about, why we're in business. And⁴, I'll explain how we communicate with people through our advertising and promotion.



E  CD1.23 Listen to the rest of the presentation. Work in pairs and complete the information on the left. If necessary, listen again.



CD1 TRACK 23 (RP = ROBERT PULLIN)

RP: OK, some basic facts. We were founded in Florence in 1990. That's where we're currently based. Since then, we've expanded at a very fast rate and established our brand worldwide. We make and sell clothing and fashion accessories for the 18 to 30 age group.

Please take a look at the chart. It shows our financial performance over a five-year period. As you can see, last year, our turnover was over 300 million euros and our net profit approximately 28 million.

What's the key to our success? Well, I'd say there are three reasons we've grown so rapidly. We have a very talented team of young designers. Our distribution system is first class. And we're very creative when advertising and promoting our products.

Moving on now to our mission. It's to be a dynamic company, constantly changing but always leading fashion. Fun, youth, action, energy – this is what our brand is all about.

Finally, a word about our advertising and promotion. DCV advertises on all the Italian TV networks, as well as those in other major European markets. It sponsors fashion shows, and its products are endorsed by many celebrities in the world of music and sport.

Well, I hope you'll be interested to learn more about our company. Thanks very much for listening to my presentation. Are there any questions?

DCV Fashions	
Head office
Products
Turnover (last year)
Profits (last year)	18.....
Reasons for success
Advertising and promotion

F

Number these phrases which introduce different sections of the presentation in the order in which they appear.

- a) Moving on now to our mission ...
- b) Finally, a word about ...
- c) Thanks very much for listening ...
- d) OK, some basic facts ...
- e) What's the key to our success?

USEFUL LANGUAGE

INTRODUCING YOURSELF

Hello everyone, my name's Robert Pullin. I'm Director of Human Resources at DCV Fashions.

Good morning, I'm Robert Pullin, Director of Human Resources, DCV Fashions.

STATING YOUR AIM

My purpose today is to talk to you about our company.

Today, I'd like to talk about our new projects.

OUTLINING THE PRESENTATION

First, I'll give you some basic information.

Next, I'll talk about our products.

Then, I'll discuss the reasons for our success.

Finally, I'll tell you about our advertising and marketing.

INTRODUCING NEW INFORMATION

Here are some basic facts.

Here are some key facts about our company.

CHANGING TO A NEW SECTION OF THE TALK

Moving on now to our mission.

OK/Right. What about our distribution system?

ENDING THE PRESENTATION

Thanks very much for listening to my presentation.

Thanks for coming to my talk. Are there any questions?


3 Selling

'I'm very proud of my gold pocket watch. My grandfather, on his deathbed, sold me this watch.' Woody Allen, American actor, writer, director and comedian

**What do you like about shopping? What don't you like?
When did you last visit these retail outlets? What did you buy?**

- a (street) market
- a convenience store
- a supermarket
- a department store
- a specialist retailer
- a shopping centre/mall
- an online retailer

B

 CD1.25–1.27 **Listen to three people talking about their shopping habits and answer these questions.**

- 1 What do they like and dislike?
- 2 Which shopper are you most like?
- 3 How are shopping habits changing in your country?




CD1 TRACK 25

EXTRACT 1

I like shopping for things I'm interested in buying, like clothes, but I really hate going to the supermarket. I just find it really boring, walking round and round looking for things. Supermarkets don't seem very well organised for customers. They have fruit and vegetables near the entrance, but then heavy things are further away and they move things around, which makes it difficult. Often the staff don't know where things are and can't help you!

B


 CD1.25–1.27 **Listen to three people talking about their shopping habits and answer these questions.**

- 1 What do they like and dislike?
- 2 Which shopper are you most like?
- 3 How are shopping habits changing in your country?

**CD1 TRACK 26****EXTRACT 2**

I love the Internet for shopping. I buy lots of things on it. It's just so easy and convenient. Most retailers now work online. You can compare prices and products so easily. I also like the auction sites like eBay – you can get some real bargains. Some people say it's risky to shop this way, things can go wrong, but I've never had a problem. A lot of my friends like shopping malls, but I really hate them. They're always so crowded, and they make me feel tired.

B

 CD1.25–1.27 Listen to three people talking about their shopping habits and answer these questions.

- 1 What do they like and dislike?
- 2 Which shopper are you most like?
- 3 How are shopping habits changing in your country?

**CD1 TRACK 27****EXTRACT 3**

I enjoy the experience of shopping – you know, being a customer, being made to feel special. I prefer specialist shops where service is more personal, where people remember you, know your name and can help you. I also like trying to get discounts when I'm shopping, actually doing a deal with the assistants. I really enjoy shopping for shoes. I don't think it's something you can do on the Internet, although I know people do.

B

Combine phrases from Box A with words from Box B to make word partnerships. Use the definitions (1–8) below to help you.

A

after-sales ~~cooling-off~~ credit-card interest-free loyalty-card
method of money-back out of

B

credit details guarantee payment ~~period~~ scheme service stock

- 1 the time when you can change your mind and cancel an order *cooling-off period*
- 2 the name, number and expiry date on your payment card
- 3 the way you pay for the goods you want
- 4 when you can pay some time after you buy, but at no extra cost
- 5 when the goods you require are not available
- 6 a promise to return your money if you are not happy
- 7 the help you get from a company when you start to use their product
- 8 method for customers to obtain a discount on future purchases from the same organisation