

Презентация по теме

# Company biography

THE MAN BEHIND

# McDonald's



**IN 1954, TWO BROTHERS ran a small, but busy, restaurant in San Bernardino, California.**

The restaurant featured a limited menu that included: hamburgers, french fries, soft drinks and milkshakes. The milkshakes were very popular and the restaurant had purchased ten special "Multimixer" milkshake makers. Each one could mix five milkshakes at a time.

A salesman named Ray Kroc was the exclusive distributor of the "Multimixer" milkshake machines at that time. Ray decided to visit the restaurant; he wanted to find out why they had so many machines.

Ray talked to Richard and Maurice (Mac) McDonald, the owners of the restaurant. He saw how they prepared the food using equipment that they had invented. The

service in the restaurant was fast and the prices were inexpensive.

Ray realised that this was a fantastic opportunity. He wanted to open more restaurants and so sell more multimixers.

In April 1955, Ray opened his first franchised McDonald's restaurant in Des Plaines, Illinois. First day sales were \$366.12.

Ray continued to franchise new restaurants and to expand. In 1961, he bought the business from the MacDonal brothers for \$2.7 million.

Today, McDonald's Corporation has over 31,000 restaurants in over 100 countries. There is even one in Kuwait City, which opened in 1994. On its first day, there were 15,000 people lining up to eat at the restaurant.

## The past simple

In the affirmative form, regular verbs end with *-ed*: *talk - talked, play - played, stop - stopped, study - studied, travel - travelled, prefer - preferred.*

For irregular verbs, such as *speak - spoke, tell - told*, you have to learn the forms.

The past simple is used:

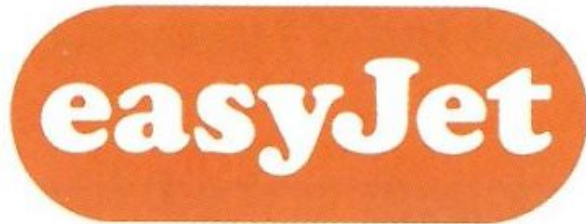
- to talk about actions that happened in the past. The time is specified, or understood from the context.

*Ray **talked** to the owners.*

- to talk about past states.

*In 1954, two brothers **ran** a small restaurant.*

## Company profiles



**lastminute.com**



# Presenting your company

Your company biography

Your partner's company biography

Company name

Type of company

Product / Service offered

Got idea for business in ... (when)

First business activity (when / where)

Expanded (where to / when)

Notable successes

Key dates / achievements

Current operations

Number of employees

Current value of company

Current personal worth





## **ATHENS DAILY MENU**

announces a new line in vegetarian and organic menus, to add to its extensive high-quality product range. Athens Daily Menu provides catering services for major businesses, hospitals, schools and colleges, using only quality ingredients to prepare tasty and nutritious menus. The company supplies meals for over 15,000 people every lunchtime! With an efficient, high-quality catering service Athens Daily Menu can help any organisation to improve its image, and make financial savings. They also provide catering for special occasions, from banquets for up to 1,000 people to romantic dinners for two.

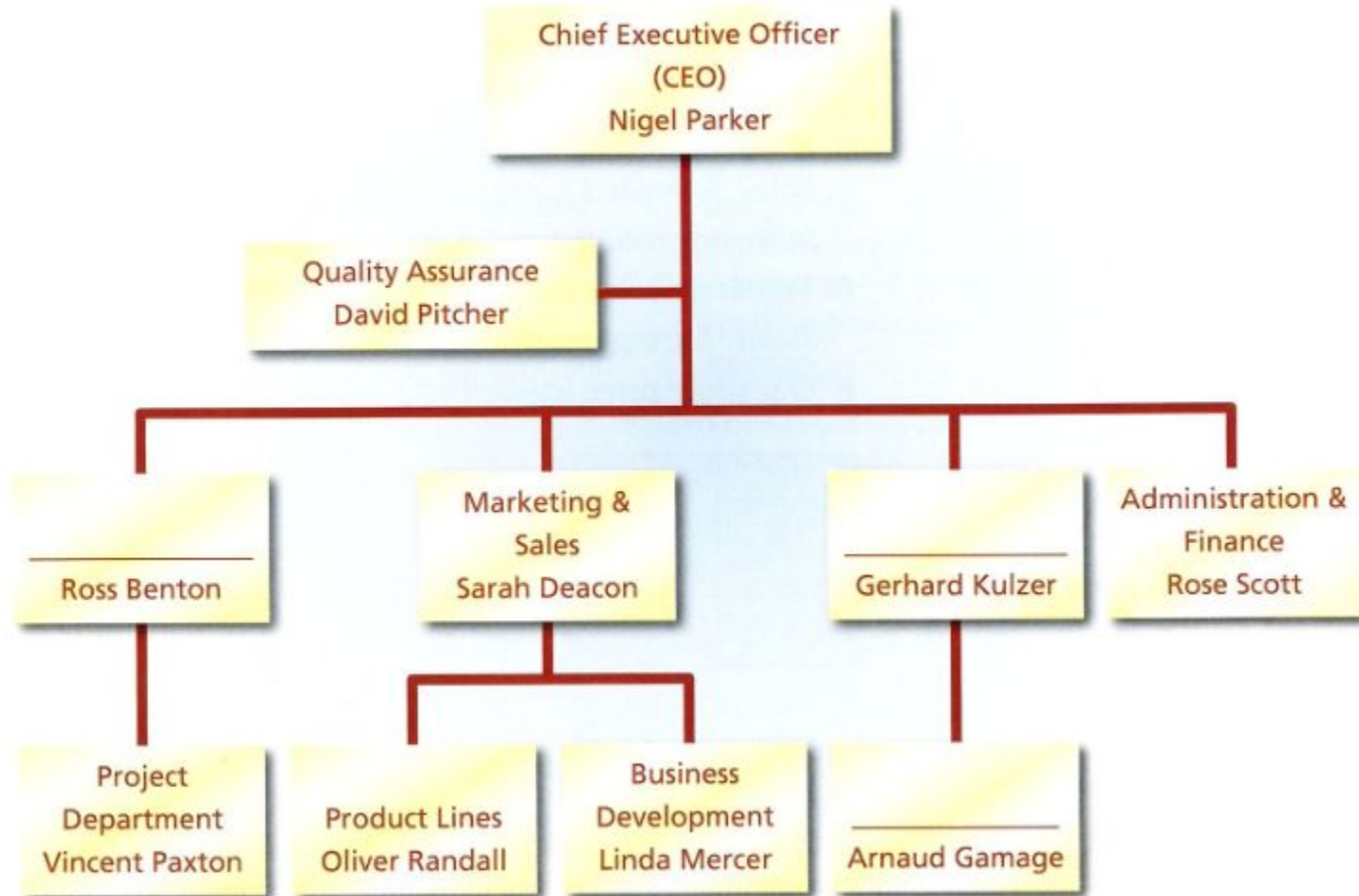


# ***SISSO***

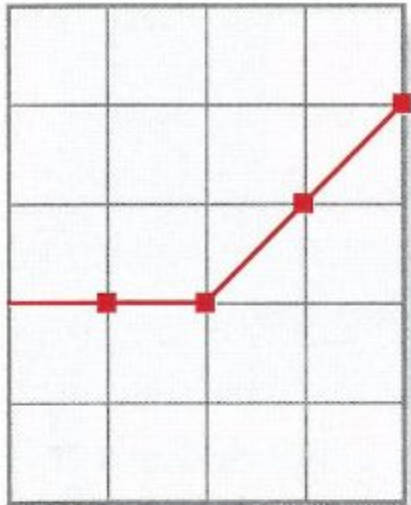
**PLC**

*SISSO* is pleased to announce the signing of a major new deal with a Japanese car manufacturer. The deal guarantees the future of both *SISSO* plants and is a symbol of *SISSO*'s growth philosophy. *SISSO* manufactures innovative, high-quality seats and interiors for cars, sport utility vehicles and vans. *SISSO* designs its components in close conjunction with the client, guaranteeing satisfaction. With clients in both Europe and the USA, *SISSO* exports up to half of its production.

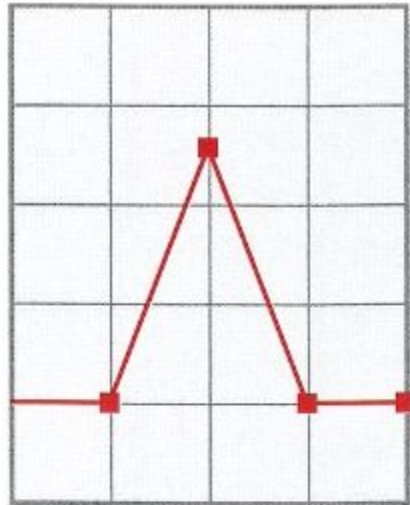
# PARKER ELECTRONIX



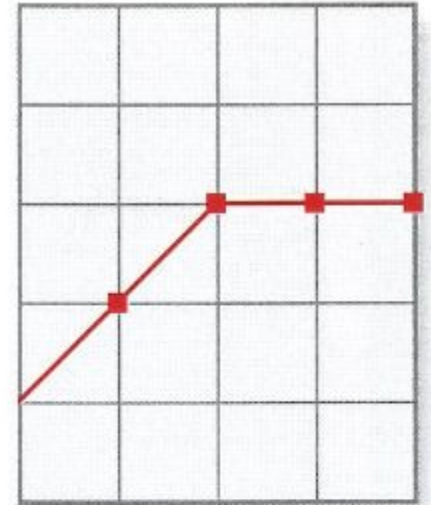




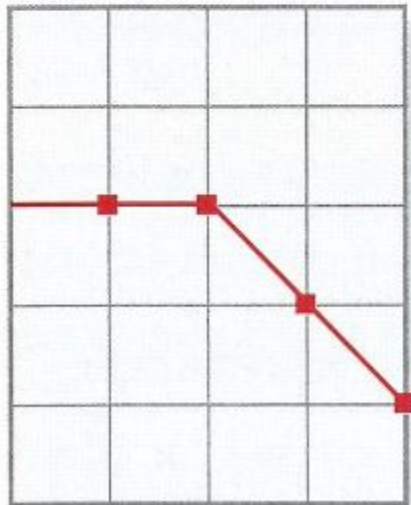
A Production



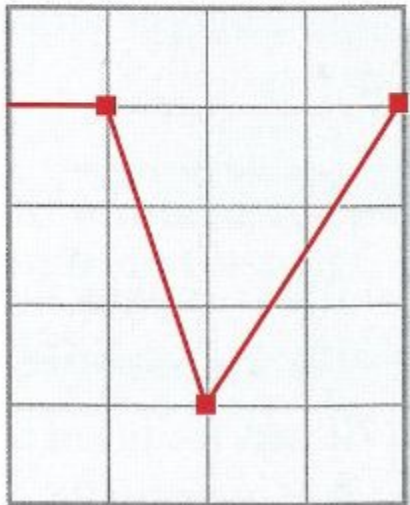
C Sales



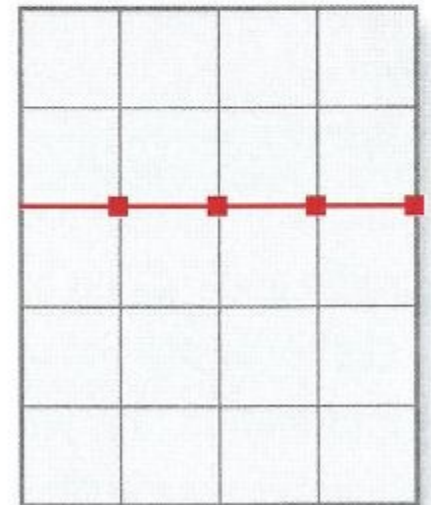
E Share price



B Production



D Sales



F Share price



## An agency built on proactive processes

- (1) *spiderWeb* is one of the leading Web design agencies in Europe.
- (2) We achieved this position through our quality design and commitment to meeting clients' needs. We work hard to give clients a dedicated service, and we provide unique and individual web designs for each company. Our company organisation means that clients have easy access to our staff, and our clients' webs go online on schedule and within budget.
- (3) The company is growing steadily. Our UK location never limits us and two years ago we started working successfully with clients all over Europe.
- (4) Last year we doubled our client base and our share price rose by 30 per cent. In the coming year we are hoping to consolidate our leading position and to continue giving excellent returns to our investors.
- (5) With a solid reputation in a fast-growing market, *spiderWeb* is facing a strong future.

*spiderWeb*

1

What about the shapes?

2

Do you prefer sparkling or still water?

3

The new management have decided to invest in staff training.

4

Did you send those letters to our Italian suppliers?

5

That's the same hall as last year.

6

The sales were very good in ...

7

We are closed on Saturday and Sunday.

8

There were more people than last year.