

3.1

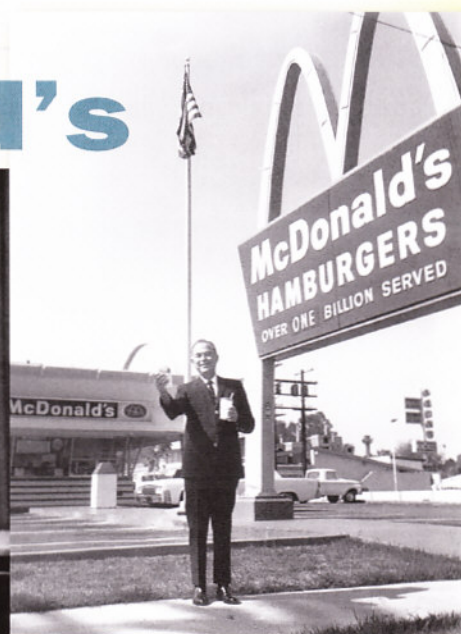
Company biography

READING

- 1 Work in pairs. Do you like fast food? When was the last time you went to a fast food restaurant? What do you like about fast food restaurants? What do you dislike?
- 2 Read the text about how one man transformed a small restaurant into a global business. Find the following information.
 - 1 the place of the original McDonald's restaurant
 - 2 what was on the original McDonald's menu
 - 3 the names of the owners of the original McDonald's
 - 4 who developed the McDonald's franchise
 - 5 how many McDonald's restaurants there are today

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.

GRAMMAR

3 Read the text carefully. Choose the best ending (A, B or C) for each sentence (1-4).

- 1 In 1954, Richard and Maurice
 - A ran a hamburger restaurant.
 - B didn't like milkshakes.
 - C prepared the food by hand.
- 2 Ray Kroc
 - A owned a restaurant in California.
 - B invented a milkshake maker.
 - C sold machines for making milkshakes.
- 3 Ray opened
 - A his first restaurant in California.
 - B his first restaurant in Illinois.
 - C his first restaurant in 1961.
- 4 When a restaurant opened in Kuwait City, it was
 - A not very busy on the first day.
 - B quite busy on the first day.
 - C extremely busy on the first day.

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.

4 Look at the reading text. Underline all the verbs in the past simple. Decide which are regular and which are irregular. Write the infinitive and the past simple forms in a table in your notebook. Compare with your partner.

Regular verbs		Irregular verbs	
infinitive	past simple	infinitive	past simple
<i>feature</i>	<i>featured</i>	<i>run</i>	<i>ran</i>

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.*

5 Work in pairs. How much do you remember about McDonald's? Ask each other these questions. Then look at the text again to check your answers.

- 1 Where was the original restaurant owned by the McDonald brothers?
- 2 What did it sell?
- 3 Was it expensive?
- 4 When did Ray Kroc open the first McDonald franchise?
- 5 How much money did they take on the first day?
- 6 How much did Ray Kroc pay the brothers for the business?
- 7 When did the Kuwait City restaurant open?
- 8 Was the Kuwait City restaurant a success?

Company profiles

1 Work in pairs. Write three things you know about each of these companies.



lastminute.com



2 Complete the text with the correct form of the verbs. Which company in exercise 1 does this text describe?

Anita Roddick and her husband Gordon got the idea for their business in 1970, when they (1) _____ (visit) a natural cosmetics store in San Francisco. Back in England, they (2) _____ (begin) producing their own naturally-inspired cosmetics and they (3) _____ (open) their first shop in 1976. The products and the shop's philosophy (4) _____ (be) revolutionary for the time. The Roddicks (5) _____ (buy) the raw materials direct from the producers, and they (6) _____ (pay) their Community Trade suppliers a fair wage. Today, The Body Shop continues to bring ethical trade to the high street in over 60 countries.

3 Complete the text with the correct form of the verbs in the box. Which company in exercise 1 does this text describe?

be become begin not / have not / own sell not / sell take

Stelios (1) _____ the first two aircraft he operated. He (2) _____ tickets through Travel Agencies and he (3) _____ any company employees. Everything was contracted from other companies. It was 1995, and it (4) _____ the beginning of a revolution in air travel. Just three years later, the company (5) _____ the first online air ticket, it (6) _____ services outside the UK and it (7) _____ delivery of its own fleet of planes. When it merged with another low-cost airline, Go, in 2002, it (8) _____ Europe's biggest budget airline.

4 Work in pairs. Use the prompts to write questions about lastminute.com. Do you know the answers to any of these questions?

- 1 Brent Hoberman and Martha Lane Fox / the company (start)
Where _____?
- 2 the website (sell)
What _____?
- 3 the company (expand into)
Which countries _____?
- 4 they / after six years (have)
How many employees _____?
- 5 the company (go public)
When _____?
- 6 Martha / the company (leave)
When _____?

5 3.1 Listen and write the answers to the questions in exercise 4.

- | | | |
|---------|---------|---------|
| 1 _____ | 3 _____ | 5 _____ |
| 2 _____ | 4 _____ | 6 _____ |

Presenting your company

- 6** Decide whether these types of business organisations usually have one owner (O) or more than one owner (M).
- | | |
|--|---------------------------------|
| 1 a freelancer _____ | 5 a limited company (Ltd) _____ |
| 2 a non-profit organisation _____ | 6 a partnership _____ |
| 3 a public limited company (plc) _____ | 7 self-employed _____ |
| 4 a sole trader _____ | |
- 7** Do you see yourself as a 'dot.com millionaire' or a celebrity entrepreneur? Work in pairs to design your own company, choosing one of the types of business organisation in exercise 6. Complete the first column of the table with your company biography.

	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		

- 8** Practise giving a spoken presentation about your company, using the notes you made in exercise 7.
- 9** Now present your company to a new partner. While you listen to the presentation, complete the second column of the table above with as much information as you can about this company. Ask follow-up or clarification questions as necessary.
- 10** Use your notes to write a short paragraph (60–80 words) about your company. You will not need to use all of the information. Choose the most relevant, interesting or unusual facts. Before you start, read the paragraphs about The Body Shop and easyJet again. Follow a similar organisation in your paragraph.
- 11** Work with your partner from exercise 7 again. Exchange your paragraphs and compare them. Did you choose the same information to write about?

3.2

Company performance

VOCABULARY

What companies do

- 1 Write the names of as many companies you can think of in one minute. Compare with your partner.
- 2 Which of these verbs can you use to describe the activities of your companies in exercise 1?
 design sell distribute provide manage publish market
 export import produce supply organise manufacture

Armani designs and sells fashionable clothes.

- 3 Look at the press releases. What event is each company announcing? Choose from the following.
 A a new CEO B record profits C a new product
 D a new contract E new shops

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.

- 4 Fill in the fact file using information from the texts.

	Athens Daily Menu	SISSO
Products / Services		
Customers		
Other information		

WRITING

Press release

- 5 Use the information below to write a similar press release for another company. Write 60–80 words. Read your partner's text and make one suggestion for improvement.



Company name – Soap Heaven
Products / Services – soaps, shampoos and skin-care goods
Customers – teenagers – male & female, Western Europe
Other information – a new CEO is joining the company; ambitious expansion plans into new EU markets

LISTENING

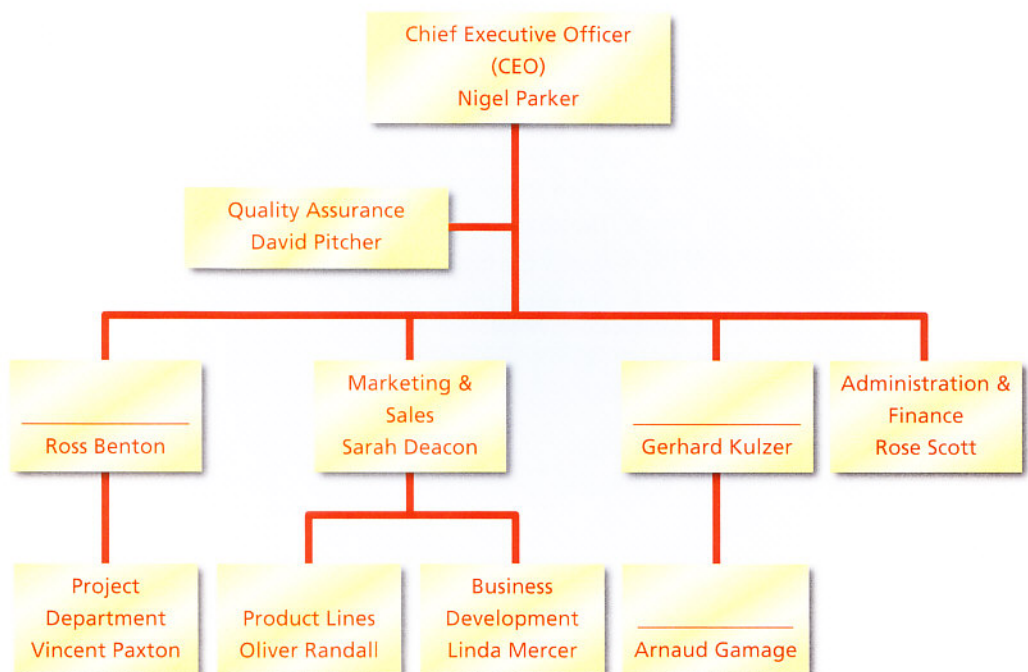
Learning Tip

When you study on your own, always listen to the recording at least twice.

Company structure

- 6 3.2 Nigel Parker is presenting his company to a new potential business partner. Listen to his presentation. What is the company's core business?
- 7 3.2 Listen to the presentation again and complete the organisational chart.

PARKER ELECTRONIX



Listening Success

Practise listening to English news on the radio and making notes about the key information. This will improve your ability to focus on the important facts when listening.

- 8 Decide whether the following statements are true (T) or false (F).
- 1 The company is based in the north of England.
 - 2 The founder of the company was Nigel's uncle.
 - 3 It was founded in 1960.
 - 4 Its latest product is a new optical instrument.
 - 5 It has 70 employees.
 - 6 Parker Electronix has a turnover of \$7.5 million.
- 9 3.2 Listen to the presentation again and check your answers.

Production, sales and share prices

1 Work in pairs. Match the words in the box with the arrows.

decrease drop fall go up increase level off rise remain steady

A



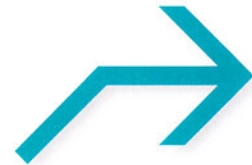
B



C



D



2 Look at graphs A-F below. Choose the appropriate words to complete the sentences.

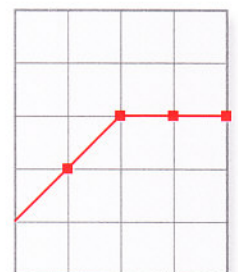
- A Production *dropped* / *rose* steadily in the second half of the year.
- B When I was away, production *fell* / *increased* dramatically.
- C Sales *dropped* / *went up* sharply after the product was advertised on TV. Everybody wanted it!
- D Sales *decreased* / *rose* after Christmas, but fortunately they went up steadily in the following months.
- E The share price *decreased* / *increased* steadily, but then it *levelled off* / *remained steady* during the summer.
- F Our share price *levelled off* / *remained steady* for the whole of last year.



A Production



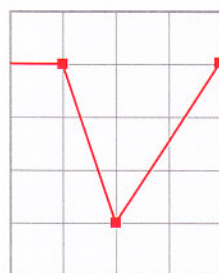
C Sales



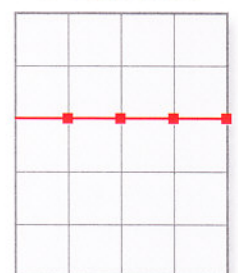
E Share price



B Production



D Sales



F Share price

3 3.3 Listen to the CEO of Plaksa Plastics giving a summary of the annual report. Choose the correct graph for production, sales and share price.

- 4 Draw similar graphs for the company you invented on page 29. Prepare a spoken presentation to explain the graphs. Work in groups of three. Present your company results. Try to speak for one minute.

READING

- 5 Read the extract from a company brochure. Who is it written for?

- A potential investors
- B potential staff
- C a new CEO



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

- 6 Read the extract again and answer these questions

- 1 Where is the company based?
- 2 Where do its clients come from?

- 7 Use the information about the company you invented on page 29 to write the first section of your company brochure. Follow the format of the spiderWeb brochure. Write about 80 words.

3.3

Listening: Short extracts

In this section you will listen to several short extracts and answer one question about each extract. You will have to pay attention to detail as you will be listening for specific information. Predicting what you will hear is an important part of listening.

- I** Look at the phrases below. They are all from the short extracts in exercise 2. Read the questions on page 35 and then try to match the phrases to the questions.

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.

Multiple choice

- 2  3.4 Answer the questions below. Read the instructions and Listening Success before you listen to the recording. You will hear eight short recordings. For each question, mark one letter (A, B or C) for the correct answer. You will hear the eight recordings twice.

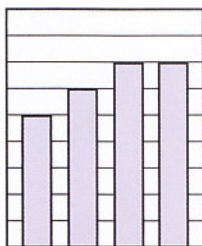
Listening Success

Always think about what the key words are. That will give you the information you need: dates, times, names, figures etc.

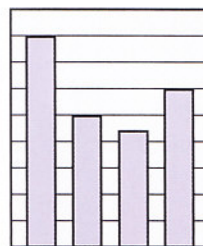
- When did Janet send the letters?
 - 13 June
 - 30 July
 - 14 June
- Which training course do they choose?
 - Negotiation Skills
 - Presentation Skills
 - Computer Skills
- What are the opening times of the factory outlet on Thursday?
 - 9.00am – 6.15pm
 - 9.00am – 7.50pm
 - 9.00am – 7.15pm
- Which logo does Janet prefer?
 - A
 - B
 - C



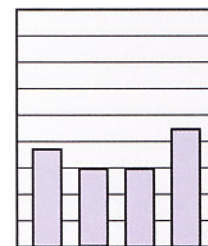
- Where is the stand located at the exhibition?
 - Hall J, stand No. 18
 - Hall A, stand No. 80
 - Hall H, stand No. 18
- How many visitors were there at this year's exhibition?
 - 50,312
 - 15,312
 - 15,311
- Which slide is correct?
 - A
 - B
 - C



A



B



C

- How many more bottles do they need?
 - 20
 - 100
 - 120