

A company's story

1 Work in pairs. Think of a businessperson and answer the questions.

- 1 What's his/her name?
- 2 What's the name of his/her company?
- 3 What does his/her company do, make or sell?

★ Vocabulary A company's story

TIMELINE: COSTA COFFEE

2A Read the timeline. In how many countries does Costa Coffee operate?

1960s The Costa family, with sons Sergio and Bruno, **move** from Italy to London.

1978 The Costa brothers **open** a coffee shop – Costa Coffee.

1985–1995 Costa opens more shops and **hires** more employees. By 1995, there are forty-one shops in the UK.

2006 Costa **launches** the Costa Book Awards, giving prizes to the best writers in England and Ireland.



1971 Brothers Bruno and Sergio Costa **start** a coffee supply company in London. They **produce** coffee for local food sellers.

1985 Bruno leaves the business and **creates** a different company.

1999 Costa **expands** its market – the company opens a shop in Dubai.

2019 Costa has more than 3,800 shops in thirty-one countries.



B Match the verbs in bold (1-8) in Exercise 2B with their past form in the sentences (a-h).

- a No, they didn't. In their first year, Costa Coffee **produced** coffee for local food sellers.
 b Yes, he did. In 1985, Bruno **created** a different company.
 c The Costa brothers **moved** from Italy in 1960.
 d In 1999, Costa **expanded** its market and opened a shop in Dubai.
 e In 1971, the Costa Brothers **started** a coffee supply company in London.
 f They **opened** a Costa Coffee shop in 1978.
 g Costa Coffee opened more shops in the UK and **hired** more employees from 1985 to 1995.
 h In 2006, they **launched** the Costa Book Awards.

C Match the questions (1-8) with the sentences (a-h) in Exercise 2B.

- 1 Where did the Costa family move from? 5 Did Bruno start his own company in 1985?
 2 Who started Costa Coffee? 6 When did Costa open more shops in the UK?
 3 Did they open a coffee shop at the beginning?
 7 When did Costa expand its market to other countries?
 4 When did they open a Costa Coffee shop? 8 What did the company launch in 2006?

+ The Costa brothers **moved** from Italy to London in 1960.

I **joined** the company eight years ago.

- ? Did Sergio **start** his own company? Yes, he **did**. / No, he **didn't**.
 Did they **start** Costa Coffee? Yes, they **did**. / No, they **didn't**.
 Did the company **change** its name? Yes, it **did**. / No, it **didn't**.
- ? When **did** they **open** a shop? In 2002. / They **opened** a shop in 2002.
 What year **did** the company **expand**? Last year. / It **expanded** last year.
 Who **did** you **hire** last year? An HR Manager. / I **hired** an HR Manager.
- ? Who **started** the company? The two brothers **started** the company.
 Who **designed** the product? Angela **designed** the product.
 Which company **launched** Windows? Microsoft **launched** Windows.



Simple Past Tense

	Verb	To be
Affirmative Form +	S + V2/ed + O I walked to school yesterday.	S + was/were + O I was tired yesterday.
Negative Form -	S + didn't + V_inf + O I didn't walk to school yesterday.	S + was/were + not + O They were not at home last night.
Interrogative Form ?	Did + S + V_inf + O? Did you walk to school yesterday?	Am/is/are + S + O? Were you absent yesterday?

PAST SIMPLE TENSE

TO BE

+

S + Was/were

They were friends.

-

S + was not/were not + ...

They weren't friends.

?

Was/Were + S + ...?

They weren't friends.

VERBS

S + V-ed

She worked yesterday.

S + did not + verb (base form)

She didn't work yesterday.

Did + S + verb (in base form)?

Did she work yesterday?

Usage

To express completed action in the past

To describe a series of completed actions in the past

To express habits in the past

For stative verbs (have (own), be, think (believe), know, dislike, need, owe, wish

Example

I saw a ghost last Friday.

I finished work, walked to the beach, and found a nice place to swim.

When I was young, I watched lots of television every day after school.

He had a small cottage in the woods.

Spelling of Past Simple regular verbs

To form the Past Simple of regular verbs, we add **-ed** to the end of the verb.

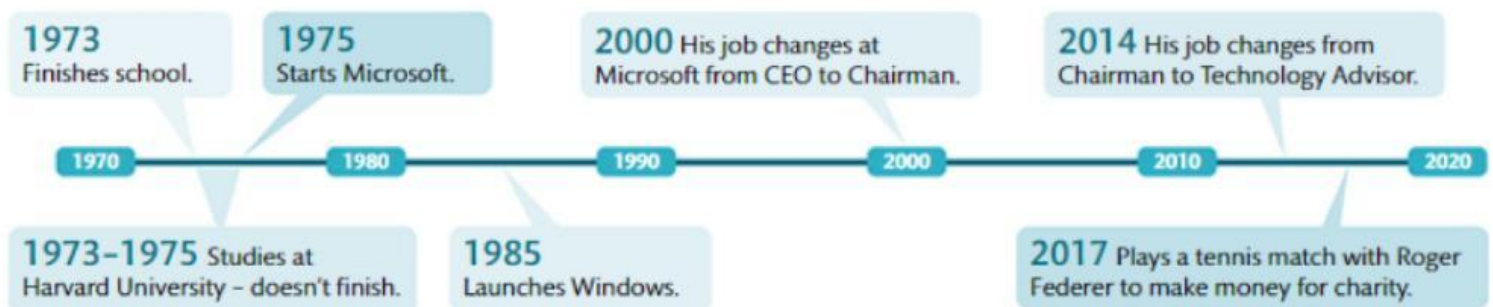
Spelling of Past Simple verbs ending in ...				
consonant	-e	vowel + -y or -w	consonant + -y	vowel + consonant
work - worked	produce - produced	stay - stayed	apply - applied	stop - stopped
start - started	hire - hired	show - showed	study - studied	plan - planned

1 Complete the sentences with the Past Simple positive form of the verbs.

- 1 He _____ (start) his job two years ago.
- 2 They _____ (work) at TechHub last year.
- 3 You _____ (finish) high school in 2018.
- 4 We _____ (develop) new products at the factory.
- 5 She _____ (study) in London.
- 6 They _____ (show) us the new offices yesterday.
- 7 I _____ (plan) the schedule. It's ready.
- 8 The company _____ (hired) a new manager.

TIMELINE - BILL GATES

3A Complete the sentences with the correct verb in the past.



- 1 He _____ school in 1973.
- 2 He _____ at Harvard for about two years.
- 3 He _____ Microsoft in 1975.
- 4 He _____ Windows in 1985.
- 5 His job _____ at Microsoft in 2000.
- 6 He _____ tennis with Roger Federer in 2017.

Did	I/you/we/ they/he/she	start the business in 2017?	Yes,	I/you/we/ they/he/she	did.
			No,		didn't.

Object questions				Answers	
When	did	I/you/ we/they/ he/she	start?	I/You/ We/They/ He/She	started in 2018.
How	did	they	expand their market?	They	created products in different languages.
Where	did	he	work in 2010?	He	worked at Microsoft.
Who	did	you	hire for the job?	I	hired Clara Sanchez.
Why	did	they	move last year?	They	moved because they needed more space.
What	did	she	study at university?	She	studied business management.

B Put the words in the correct order to make questions.

1 1973 / did / what / Bill Gates / in / do / ?

2 he / finish / university / did / ?

3 did / when / he / Microsoft / start / ?

4 1985 / did / what / in / launch / he / ?

5 his job / at Microsoft / did / change / in 2000 / ?

6 who / he / did / tennis with / play / in 2017 / ?

4 Work in pairs. Ask and answer the questions.

1 When did you start school?

2 What was your first job?

3 Who was your first boss?

4 When did you start your job?

5 When did you last change job or move city?
