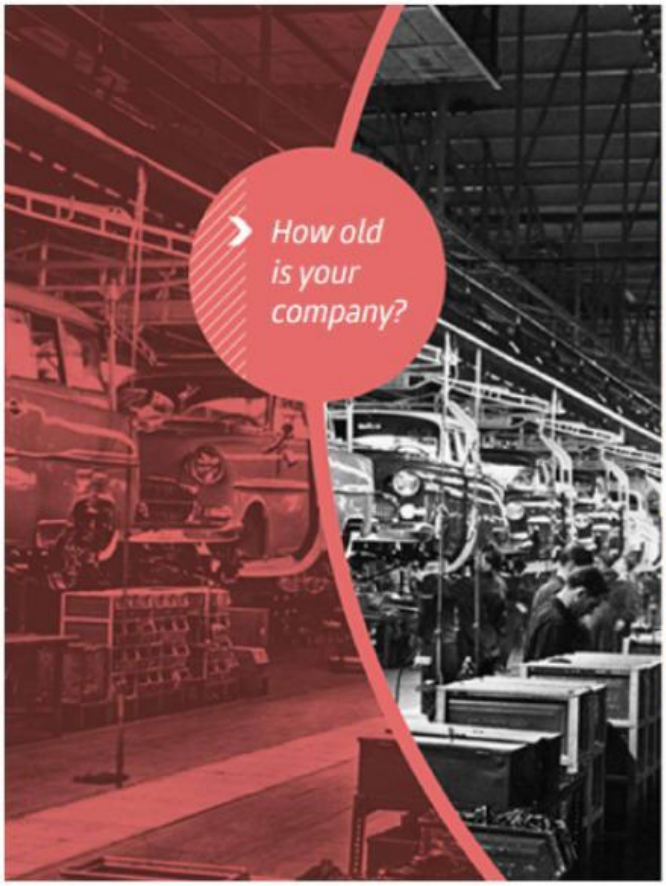




A company's story

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

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

TIMELINE: COSTA COFFEE

1960s The Costa family, with sons Sergio and Bruno, [1]**move** from Italy to London.

1971 Brothers Bruno and Sergio Costa [2]**start** a coffee supply company in London. They [3]**produce** coffee for local food sellers.

1978 The Costa brothers [4]**open** a coffee shop – Costa Coffee.

1985 Bruno leaves the business and [5]**creates** a different company.

1985–1995 Costa opens more shops and [6]**hires** more employees. By 1995, there are forty-one shops in the UK.

1999 Costa [7]**expands** its market – the company opens a shop in Dubai.

2006 Costa [8]**launches** the Costa Book Awards, giving prizes to the best writers in England and Ireland.

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

1960 1970 1980 1990 2000 2010 2020

LIVEWORKSHEETS



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?
2 Who started Costa Coffee?
3 Did they open a coffee shop at the beginning?
4 When did they open a Costa Coffee shop?
5 Did Bruno start his own company in 1985?
6 When did Costa open more shops in the UK?
7 When did Costa expand its market to other countries?
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?

LIVEWORKSHEETS

PAST SIMPLE TENSE

	TO BE	VERBS
+	S + Was/were They were friends.	S + V-ed She worked yesterday.
−	S + was not/were not + ... They weren't friends.	S + did not + verb (base form) She didn't work yesterday.
?	Was/Were + S + ...? They weren't friends.	Did + S + verb (in base form)? Did she work yesterday?

Usage	Example
To express completed action in the past	I saw a ghost last Friday.
To describe a series of completed actions in the past	I finished work, walked to the beach, and found a nice place to swim.
To express habits in the past	When I was young, I watched lots of television every day after school.
For stative verbs (have (own), be, think (believe), know, dislike, need, owe, wish	He had a small cottage in the woods.

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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 start – started	produce – produced hire – hired	stay – stayed show – showed	apply – applied study – studied	stop – stopped plan – planned

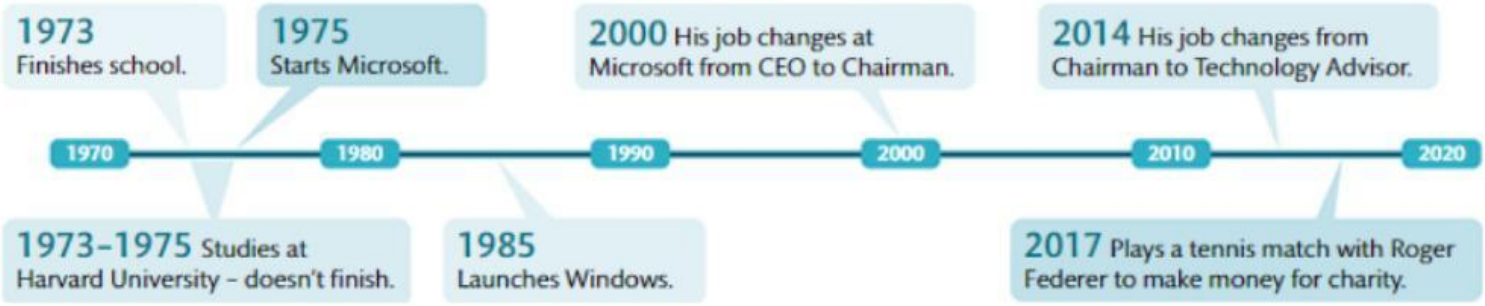
LIVEWORKSHEETS

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.**

LIVEWORKSHEETS

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? _____

LIVEWORKSHEETS