

# Business

## 1 VERBS AND EXPRESSIONS

- 1 Although GAP stands for Genuine American Product, most of its clothes are manufactured in Asia.
- 2 In 1989 Pepsi-Cola launched a new product called *Pepsi A.M.*, which was aimed at the "breakfast cola drinker." It was an immediate flop.
- 3 The Spanish airline Iberia merged with British Airways in 2011.
- 4 Apple Inc. is considered one of the best companies in the world for the way they produced their products.
- 5 *Prosciutto* is a kind of Italian ham. Two of the best-known kinds are San Daniele and Parma, which are marketed in the Friuli and Emilia regions of Italy, and are exported all over the world.



market  
produced  
exported  
launched  
merged



set up – imported – took over – grows – drop  
became – close up – expanded

- 6 The Royal Bank of Scotland merged with NatWest Bank in 2000, even though it was in fact a smaller rival.
- 7 The social media company Facebook became the market leader in 2008, and it's still the US's most-used social media website.
- 8 Zara shops were opened in Spain in 1975, but the company soon expanded internationally.
- 9 Nowadays it is a risk to take over a new business. In the US, 20–25% of businesses fail in their first year.
- 10 The cost of living in Iceland is so high because so many food products have to be imported.
- 11 In a boom period, standards of living improve greatly and the economy grows quickly.
- 12 During a recession, many companies drop and standards of living fall.



c Do or make? Put the phrases in the right column.

business (with) /'bɪznəs/ a deal /dɪl/ (= business agreement)  
a decision /dɪ'sɪʒn/ an investment /ɪn'vestmənt/ a job /dʒob/  
a loss (opposite *profit*) /lɒs/ market research /'mɑ:kət 'rɪsərft/  
money /'mʌni/ well /'wel/ badly /'bædli/

do	make
business (with)	

## 2 ORGANIZATIONS AND PEOPLE

a **Organizations** Match the words and definitions.

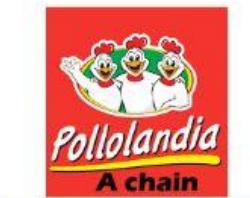
- 1 a chain a group of stores, hotels, etc. owned by the same person or company
- 2                    an organization that produces or sells goods or provides a service
- 3                    a company that has offices or factories in many countries
- 4                    the main office of a company
- 5                    an office or store that is part of a larger organization, e.g., a bank



**A business**



**A branch**



**Pololandia  
A chain**



**Headquarters**



**A multinational**

b **People** Match the words and definitions.

- 1                    the group of people who work for an organization
- 2                    someone who buys goods or services, for example from a store or restaurant
- 3                    someone who receives a service from a professional person, for example from a lawyer
- 4                    a person who works with you
- 5                    the person with the highest rank in a company
- 6                    the person who owns a business
- 7                    the person in charge of part of an organization, for example a store or a branch



**A costumer**



**A client**



**The manager**



**facebook  
The CEO**



**A colleague**



**The staff**

**LIVEWORKSHEETS**