

Talking about your company

You may need to present your company to visitors, potential investors or partners, or new suppliers and clients. Here is some **useful English vocabulary** to learn that will help you talk clearly, concisely and positively about what your company does.

Here is the list of words you must type in the correct blank:

listed *established* *launched* *set up* *divided* *based*

produce *includes* *developing* *provides* *employ* *employs* *deal*
offer

responsible

partners *CEO* *running* *divisions* *branch*
headquarters *profits* *subsidiaries*

Giving the history of your company

We were **founded** / **set up** / in 1981.

We **merged** with X company in 1990.

We a subsidiary in the UK.

The subsidiary was **sold off** two years after and the remaining company was **split into** five different .

We **floated** on the stock exchange last year, and we are now on the London Stock Exchange.

Talking about your products and services

We **make** / packaging material.

We **manufacture** car engines.

We **supply** paper products.

Talking about your company

We _____ a new washing powder last month. It has **revolutionised** the washing process. We have **pioneered** new ways of reducing energy costs in domestic appliances.

We are **researching** new products for the home entertainment industry. We hope to **roll them out** early next year.

We are _____ new software for the internet. Our R&D department is working closely with our **international** _____.

Company performance

We are the **market** _____ in three countries.

We have **expanded** our operations.

Our company has **grown by** one-third.

We make **annual** _____ of \$1 million.

Our _____ is **in excess of** \$2 million.

Company structure

At the head is the **President**, or _____.

Below the President is the **Managing Director**, who has **overall responsibility** for the **day-to-day** _____ of the company.

The company is _____ **into** different **departments**, each with its own director. The Marketing and Sales department **consists of** the sales team, and customer services. The Administration department also _____ Human Resources.

We _____ more than 2000 people worldwide.

Talking about your company

Responsibilities

I **report to** the Marketing Manager.

I **work** **with** customer enquiries.

We work closely with the sales team, who are **in charge of** customer accounts.

We **co-operate with** our offices worldwide.

We have more than one **branch** in some countries.

We are **responsible** **for** our own markets.

GENERAL INFORMATION (Past and Present)

- **The company was founded/launched** in 1998.
- **We have been in business** for over ten years.
- **We started life as** a construction company.
- **Our company is** **based** in Paris.
- **Our** **headquarters** **/ head office is** in Paris.
- **We have offices** all over Europe.
- **We operate** in 5 other cities/ 10 countries all over the world.
- **We have** **branches** all over the country.

Talking about your company

WHAT YOU DO

- **We employ/ Our company** *around two-hundred people.*
- **We specialize in** *commercial development/ corporate law/ intellectual property rights.*
- **We supply** *quality website and publishing services.*
- **Our company** *legal services.*
- **We deliver** *training courses to help your employees become more productive.*
- **We** *customers apps that are made to meet specific requirements.*

WHAT MAKES YOU DIFFERENT

- **We work directly with** *the clients.*
- **What we do is** *listen to our customers' unique needs and employ strategies that are specifically designed to achieve their goals.*
- **What sets us apart from our competition is** *that we invest enough time in training our employees to make sure they're equipped with the right skills.*

THE FUTURE

target teenagers

giving away freebies

open five more offices in the country

creating eye-catching advertising materials

Drag and drop the correct ending of the sentence below:

Talking about your company

- **We're planning to** _____
- **Our next campaign will** _____
- **Our marketing strategy will be based on** _____
- **Our marketing tactics will involve** _____
- *The unique combination of our expertise and innovative strategies **ensures** that **we will be a major market player in the future.***

The following video explains how to describe your company and talk about your job (15 mn): it will help you to memorize the vocabulary if needed.

<https://www.dailymotion.com/video/x6fh6tb>

Talking about your company

PRESENT YOUR COMPANY



GENERAL INFORMATION

- The company was founded/launched in 1998.
- We have been in business for over ten years.
- Our headquarters/ head office is in Paris.
- We operate in 5 other cities/ 10 countries all over the world.

WHAT MAKES YOU DIFFERENT

- What sets us apart from our competition is that we invest enough time in training our employees to make sure they're equipped with the right skills.
- What we do is listen to our customers' unique needs and employ strategies that are specifically designed to achieve their goals.

WHAT YOU DO

- We specialize in commercial development/ corporate law.
- We supply quality website and publishing services.
- Our company provides legal services.
- We deliver training courses to help your employees become more productive.

THE FUTURE

- We're planning to open five more offices in the country.
- Our next campaign will target teenagers.
- Our marketing tactics will involve giving away freebies.
- Our marketing strategy will be based on creating eye-catching advertising materials.

