

WORDS

Company facts and activities

GRAMMAR

Present simple and present continuous

EXPRESSIONS 1

Making and responding to requests

EXPRESSIONS 2

Getting through on the telephone

COMMUNICATION

Getting information on the telephone

Emails requesting information

BUSINESS ISSUES

Making good business contacts

END-OF-UNIT QUIZ

FOCUS ON GRAMMAR: Present simple and present continuous

1

Work with a partner. Ask and answer these questions.

- 1 What are the most popular clothing retailers in your country?
- 2 What makes a clothing retailer successful?
- 3 Are you wearing anything from these stores today?

2

Read this article and underline the correct form of the verb in *italics*.



Gap Inc. is a hugely successful clothing company. Founded in San Francisco in 1969, it ¹ *operates / is operating* over 4,200 stores in the United States and five other countries and this number ² *increases / is increasing*.



Worldwide, Gap Inc. ³ *employs / is employing* 165,000 people. They ⁴ *sell / are selling* products under three main brands: Gap, Banana Republic, and Old Navy. All three brands ⁵ *do / are doing* well at the moment despite difficult economic conditions.

They spend a lot of money on advertising and the Gap name is now one of the most famous in the world. The company ⁶ *wants / is wanting* to expand in its present markets: France, the UK, Japan, Canada, and Germany, rather than go into new countries. Customers in other countries use the Internet. At this moment, thousands of customers ⁷ *buy / are buying* clothes at Gap's online stores. Gap's success over the last thirty-five years ⁸ *shows / is showing* the importance of the youth market in international economics. ■

KEY GRAMMAR

We use the *present simple* to talk about a habit or permanent state / condition.

Worldwide, Gap Inc. **employs** 165,000 people.

We use the *present continuous* to talk about an event that is happening now.

All three brands **are doing** well at the moment.

Note that we can also use the *present continuous* form to talk about future arrangements.

I am meeting him at 5 o'clock tomorrow.

For more on the present simple and present continuous, see Language reference page 114.

3

Work with a partner. Ask and answer questions about Gap Inc. using these prompts, as in the example.

How many stores does Gap Inc. operate?

- 1 How many stores / Gap Inc. / operate?
- 2 This number / increase?
- 3 How many people / Gap Inc. / employ?
- 4 Where / operate stores?
- 5 They / spend a lot on advertising?
- 6 Where / thousands of customers / shop?