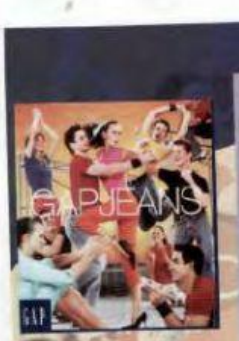
WORDS
Company facts and activities
GRAMMAR
Present simple and present continuous
EXPRESSIONS 1
Making and responding to requests
EXPRESSIONS 2
Getting through on the telephone
COMMUNICATION
Getting information on the telephone
Emails requesting information
BUSINESS ISSUES
Making good business contacts
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?

LIVEWORKSHEETS