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Unit 3 Companies

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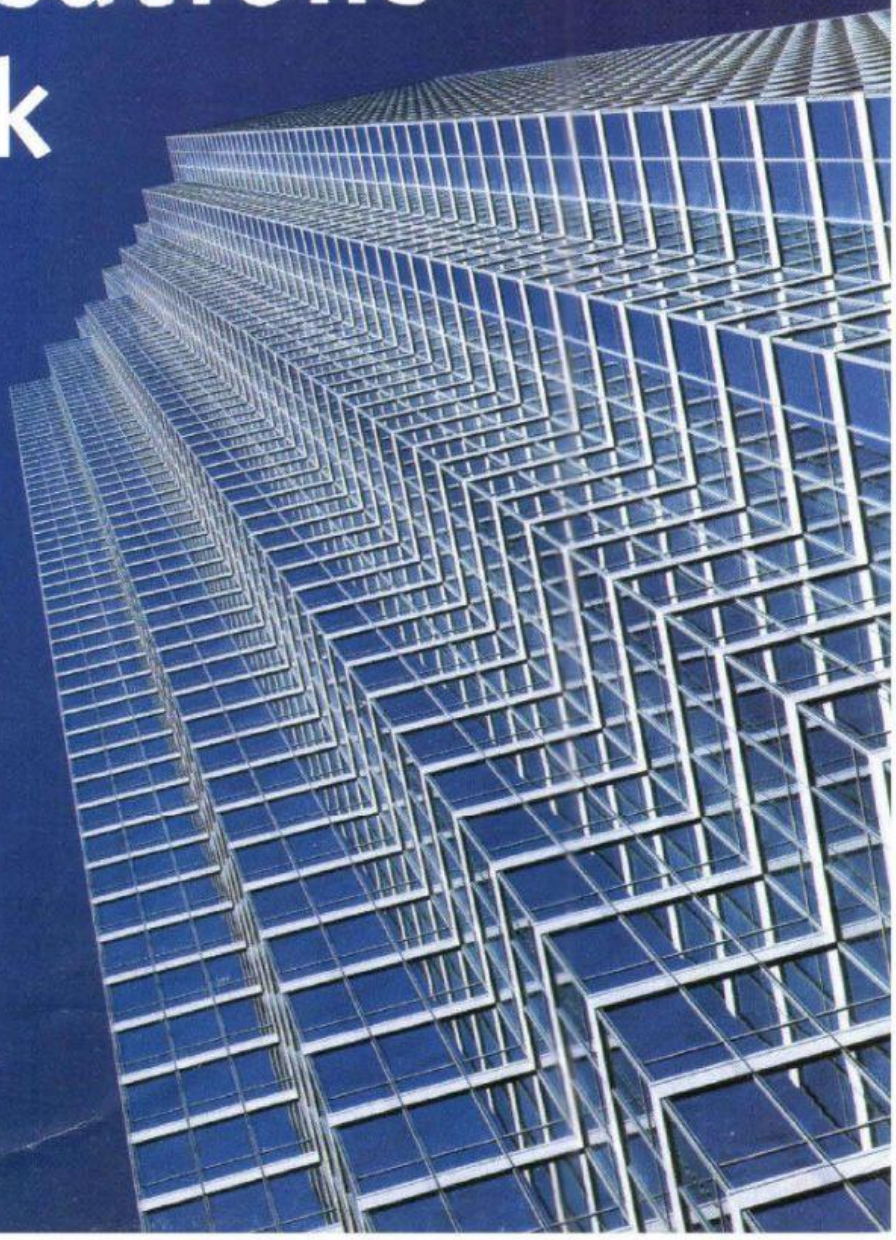
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Organisations at work



Keynotes

Many companies **specialise** in one **sector** such as **manufacturing** (the company makes products), **retail** (the company sells products to the public) or **service industries** (for example, finance, consultants, training). When we talk about a company, we often include information about what it does, the location of the **headquarters** and the number of **employees.**

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Preview

1 Label the pictures with the places in the box.

factory clothes shop restaurant bank supermarket



1 _____



2 _____



3 _____



4



5

2 Put the places above in the correct group. Add more examples for each sector.

Manufacturing	Retail	Services
factory		

Speaking

Talk about the different industries in your town or city.

Our town has a car factory. It has three banks.

Reading

1 Read the article on the opposite page. Which of the following best describes the subject of the article?

a Designer glasses in China
b The price of Italian sunglasses
c A company that manufactures and retails glasses

2 Are these statements true or false?

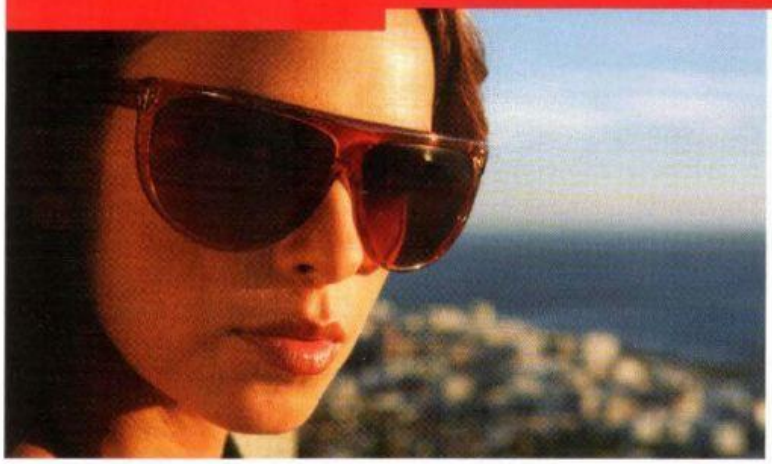
1 Luxottica is a Chinese company. *false*
2 It doesn't sell products only in Italy.
3 Luxottica manufactures most of its glasses in the USA.
4 The company also produces glasses for other companies.
5 They make more profit from manufacturing than retail.
6 Luxottica doesn't have any competitors.
7 The company wants to open shops in China.
8 Mr Del Vecchio's children work for the company.

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3 Match the numbers 1–6 with the information they describe a–f.

1	70	a	the number of shops that the company wants in China
2	5%	b	the minimum price of Luxottica's glasses
3	15%	c	Mr Del Vecchio's age
4	£50	d	group sales from Ray-Ban
5	500	e	Luxottica's manufacturing in its factories in Italy
6	85%	f	Luxottica's sales in Italy

The Economist



Glossary

luxury goods (n) expensive products

competitor (n) a company that produces or sells the same things

profitable (adj) a business or product that makes money

challenge (n) something new and difficult to do

founder (n) the person who starts a company

multinational (adj) a big company that has offices, shops or factories in several countries

Designer glasses

Look east

An Italian success story

1 Luxottica makes sunglasses. It is an Italian company and 85% of its factories are in Italy. But less than 5% of Luxottica's sales are in its home country. Most of Luxottica's shops are in the USA. The company produces glasses for Chanel, Prada, Bulgari and other companies selling luxury goods. It also owns Ray-Ban sunglasses, and about 15% of the group's sales are from Ray-Ban.

2 Luxottica's main competitor is Safilo, another Italian glasses manufacturer. The big difference between Luxottica and Safilo is that Safilo has 50 shops and Luxottica has nearly 5,500 shops.

3 Luxottica started as a manufacturing company. Today, they make more money from retail than from manufacturing. They specialise in glasses that cost £50 or more. This market is ten times more profitable than the market in cheap glasses.

4 The company has two big challenges in the future. The first challenge is China. At the moment, Luxottica has 250 shops there. But the company wants to double the number of shops to 500. The second challenge is the next chairperson. The company's founder is 70-year-old Mr Del Vecchio. At the moment, he is the chairperson and he owns 70% of the company. It is a family company, but Mr Del Vecchio's four children don't work for Luxottica. A new chairperson could make changes that turn Luxottica from a family company into a multinational. ■

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Speaking

1 What are some of the differences between a family company and a multinational?

2 Do you think it is better to work for a family company or a multinational? Which is it better to do business with?

3 Think of three more luxury-goods companies. What products do they make or sell?

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Vocabulary

Word families

1 Complete the table.

Verb	Noun (person)	Noun (thing)
manufacture	manufacturer	1 *manufacturing*
2	producer	product / production
3	salesperson / seller	sale
4	retailer	retail outlet
make	5	no noun
build	builder	6
organise	7	organisation
compete	8	competition

2 Complete the sentences with the correct word in *italics*.

1 A multinational company is a large *organiser* / *organisation*.
2 Department stores *sale* / *sell* a lot of different *products* / *producers*.
3 Swatch is a watch *maker* / *make*.
4 Our office is in a *builder* / *building* in Kowloon.
5 A lot of people in this country work in *manufacturing* / *manufacturer*.
6 Many *retails* / *retailers* buy direct from the factory.
7 Who is your main *compete* / *competitor* in the computer market?



3 Complete the text with the correct form of a word from the table above. There may be more than one possible answer.

Mahindra and Mahindra (M&M) is a big tractor [1] *manufacturer* in India. It [2] _____ more than 68,000 tractors in its factories every year. Its main [3] _____ is a company called TAFE, which produces 48,000 tractors. The companies [4] _____ the tractors at home and also to the USA and Europe. M&M has 270 [5] _____ _____ in the USA. Now the company also plans to [6] _____ factories in China.

Listening 1

1 Sam and Alexa work for a training company. Listen to their telephone conversation. How many people are on the course?

2 Listen again and choose the correct option a–c to complete the sentences.

1 John Jacobs works for a Lorca (b) Lorco c Lorko.
2 The company makes a video b DVD c MP3 players.
3 Project Playa builds a houses b offices c hotels.
4 Sanja Berkovic works for a ZCP b ZKC c ZKP Industries.
5 It has a 19 b 90 c 99 employees.

3 Put the words in the correct order to make sentences from the listening. Listen again and check.

1 speaking / Sam / Hello, / Reynolds *Hello, Sam Reynolds speaking.*
2 Lorco / say / you / Sorry, / did ?
3 right / that's / Yes,
4 please / spell / you / Can / that, ?
5 say / again, / please / you / Could / that ?
6 your / help / Thanks / for

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Language check 1

Present simple negative, question and short answer

Study the examples and complete the sentences in the table.

a *Do Luxottica **make** glasses?*
b *Yes, they do. / No, they **don't**.*
c ***What do** Luxottica sell?*
d *They **don't** sell bags.*
e ***Does** he have four children?*
f *Yes, he **does**. / No, he **doesn't**.*
g *Where **does** he **live**?*
h *He **doesn't** live in Paris.*

Present simple	
Negative	**Open question**
I/You/We/They [1]_____ [verb].	What [3]_____ I/you/we/they [verb]?
He/She/It [2] [verb].	Where [4] he/she/it [verb]?
Closed question	**Short answer**
[5]_____ I/you/we/they [verb]?	Yes, I/you/we/they [7]_____ .
	No, I/you/we/they [8] .
[6]_____ he/she/it [verb]?	Yes, he/she/it [9]_____ .
	No, he/she/it [10]_____ .

For more information, see page 158.

Practice

1 Make these sentences negative.

1 Ulla works in Lisbon. *Ulla doesn't work in Lisbon.*
2 The company has 200 employees.
3 We make computers.
4 Alice and Cheung sell mobile phones.
5 Kyle organises conferences.

2 Complete the conversation with *do*, *does*, *don't* or *doesn't*.

A [1] *Do* you work for Westfield Electronics?
B No, I [2]_____ . I work for Danemart.
A [3] Grace Davies work for Danemart?
B Yes, she [4]_____ . She works in the marketing department.
A [5] your company manufacture televisions?
B No, it [6]_____ . It makes radios.

3 Look at the information about Ottwell and complete the questions with *Who*, *How many*, *What* or *Where*.

Ottwell

1	does the factory manufacture?	shoes
2	does Ottwell have factories?	Turkey
3	people does the company employ?	180
4	does the company sell to?	luxury shoe shops

Speaking

Work with a partner. Student A turn to page 137. Student B turn to page 141. Take turns to ask questions and complete the information.

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Language check 2

Articles: *a / an* and *the*

Study the examples and complete the rules below.

a *Luxottica is* ***an*** *Italian company.*

b ***The*** *company's next big challenge is China.*

c ***The*** *chairperson is Mr Del Vecchio.*

1 We use _____ or _____ to say generally what someone or something is.

2 We use _____ when the listener knows the person or thing we refer to, or when there is only one person or thing.

For more information, see page 158.

Practice

Complete the sentences with *a*, *an* or *the*.

1 Clive works for ___a___ bank in London. _____ Queen of England banks there.

2 Jardin Care is _____ Canadian company and _____ headquarters are in Toronto.

3 I can meet you at _____ station or you can get _____ taxi.

4 Wavetel is _____ big IT company with three finance directors. Geraldine is _____ finance director there.

Working English

Numbers can be important when we exchange information about a company. Some numbers sound similar, so it is important to speak clearly when saying numbers.

A word can be divided into syllables (the sound parts of a word).

four / teen *for / ty*

In English we often say one syllable more strongly.

*four**teen*** ***for**ty*

To check information, ask: '40 – is that four, zero?' or '14 – is that one, four?'

Listening 2

1 **Listen and repeat these numbers.**

12	20	13	30	15	50
16	60	17	70	18	80
19	90	100	119	200	

2 **Listen and put a circle round the numbers in exercise 1 that you hear.**

3 **Listen to six sentences and write the number that you hear in each one.**

1 2 3 4 5 6

Speaking

Work with a partner. Write five numbers between 1 and 200. Take turns to say your numbers to your partner and write the numbers that your partner says. Use phrases to check information where necessary. Compare and check together and correct any mistakes.

Sorry, did you say 13 or 30? Could you say that again, please?
163 – is that one, six, three?

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Career skills

Company information

Sometimes we talk about our company's activities in a professional or social situation. Look at these ways of describing what your company does.

a *The company is called / It's called [ICI].*
b *It's based in [Toronto].*
c *It has offices / factories in [Poland].*
d *It's a [manufacturing] company.*
e *It makes / sells [cars].*
f *It employs [250] people.*

Match the questions with the phrases a–f above.

1 What type of company is it?
2 How many employees does it have?
3 What is the company called? / Who do you work for?
4 What does it do?
5 Where is it based?
6 Where are its factories?

Listening 3

1 **Listen to Miles Norton answering questions about his company and tick (✓) the phrases a–f above that he uses.**

2 **Read the information in the notes. Listen again. Tick (✓) the information that is correct and change the information that is wrong.**

- ☐ Company name: *Riva*
- ☐ Type of company: *manufacturing*
- ☐ It sells: *art and photographs*
- ☐ Number of employees: *125*
- ☐ Based in: *Munich*
- ☐ Offices in: *Madrid, Paris*

Working English

Conversation is easier when your partner responds to what you say. In the conversation, Laura responds by asking questions. She also responds by making comments about what Miles says.

I don't know Riva. *Ah!* *That's interesting.* *OK.* *Really?*

Speaking

Work with a partner. Use the information to ask questions about your partner's company. Then answer your partner's questions about your company. Student A turn to page 138. Student B turn to page 142.