

Vocabulary 3.1 A company's story

1 Choose the correct option.

- 1 The company *moved* / *opened* a new store in Paris.
- 2 She *produced* / *started* her new business in 2018.
- 3 The company *opened* / *produced* family cars at the beginning.
- 4 They *hired* / *expanded* the business last year, with two new shops.
- 5 We *hired* / *launched* four more employees last month.
- 6 The company *opened* / *launched* five new products in 2017.
- 7 We *moved* / *created* our factories to India in 2019.
- 8 He *created* / *opened* a new design for our products in 2018.

2 Complete the text about British designer and business woman, Cath Kidston. Use the verbs in Exercise 1.

Cath Kidston 'm_____ to London in 1976. She 's_____ her first home interiors business with a friend in 1985. In 1993, she 'o_____ her first Cath Kidston store and 'c_____ her now-famous wallpaper. In 1999, she 'h_____ more employees and opened her second store. She 'e_____ her business to other countries in 2006 and opened a store in Tokyo. In 2008, she worked with a UK supermarket and 'p_____ a shopping bag from recycled plastic bottles. In 2011, the company 'l_____ the first Cath Kidston café in Japan. Today, there are over 200 stores worldwide.

3.2 Email phrases

3 Complete the table with the phrases in the box.

Best wishes ~~Dear all~~ Dear employees Please do the following
Please follow these instructions Regards Thank you for your help
To all staff We appreciate your cooperation

Beginning an email	Dear all, 1 _____, 2 _____
Thanking	3 _____, 4 _____
Giving instructions	5 _____, 6 _____
Ending an email	7 _____, 8 _____

4 Complete the email with the phrases in Exercise 3.

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To all 1 _____,

We recently had some complaints about food in our office. Many staff eat hot lunches at their workspace. Some staff also leave dishes around the office. Please remember it doesn't look professional when clients visit. From today, 2 _____ do the following:

- Eat in the office kitchen or staff canteen.
- Wash all dishes and cups that you use.

We 3 _____ your cooperation.

Best 4 _____,

Tanya Mazur, Office Manager

Grammar 3.1 Talking about the past (1)

1 Match the questions (1–8) with the answers (a–h).

- | | |
|--|------------------------|
| 1 Where did your family move to last year? | a No, she didn't. |
| 2 What did you do when you arrived? | b Last month. |
| 3 Who hired you? | c I started last week. |
| 4 Did Paul open a new store? | d I looked for a job. |
| 5 When did he hire you? | e No, they didn't. |
| 6 Did they hire many new employees? | f We moved to Vienna. |
| 7 When did you start your new job? | g Mr Steiner. |
| 8 Did Sarah launch a new product? | h Yes, he did. |

2 Write questions for these answers.

- What _____ ?
The company produced children's clothes.
- Where _____ ?
The manager moved to another office.
- When _____ ?
She launched her café in 2018.
- Who _____ ?
Tom created our new products.

3.3 Talking about the past (2)

3 Complete the sentences with the past form of the verbs in brackets.

- The company _____ (make) very good progress last year.
- We _____ (have) a sales target of €500,000 for the year.
- We _____ (hit) the target for sales last month.
- We _____ (win) new business in Europe.
- We _____ (build) strong relationships with new clients.
- We _____ (grow) our customer base in South America from 25,000 to 60,000.
- We _____ (buy) advertising space on buses.
- We _____ (spend) €24,000 on advertising.

4 Complete the Past Simple negative sentences.

- Tim launched a French version of the game. He _____ a Spanish version.
- The company grew their export business in 2019. They _____ it in 2020.
- Sara hired a sales manager. She _____ any new sales representatives.
- I hit my targets last week. I _____ them this week.
- We built relationships with new customers in the USA. We _____ any in Europe.
- They spent money on new desks. They _____ any money on new computers.

Reading New office

1 Read the email and answer the questions.

- | | |
|-------------------------------------|---|
| 1 Who is Stan Nagy? | 4 When is the delivery? |
| 2 What did employees get last year? | 5 What time can staff come to the office on Thursday? |
| 3 What do they get this year? | |

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Subject: New desks and chairs

To all staff,

Last year, we bought new computers for all our employees. This year, there are new desks and office chairs for every employee. Delivery of the desks and chairs is on Thursday next week. In preparation for this, please do the following on Wednesday afternoon:

- Remove everything from your desk.
- Put all of your things in a box.
- Write your name on the box.
- Please don't put your box on your desk.
- Leave your box on the floor.
- Don't put anything on your chair.

On Thursday, please:

- work from home in the morning.
- don't come to the office before 2 p.m.

We appreciate your cooperation. Please keep your new desk tidy!

Best wishes,
Stan Nagy, Office Manager

2 Read the email again. Are the sentences *true* (T) or *false* (F)?

- | | |
|---|-------|
| 1 Staff need new computers. | _____ |
| 2 Staff don't need to pay for their new desks and chairs. | _____ |
| 3 Boxes need to have names on them. | _____ |
| 4 Employees need to leave their things on their desks. | _____ |
| 5 Staff don't need to work on Thursday morning. | _____ |
| 6 It's possible for staff to work from home. | _____ |
| 7 Employees don't need to work in the office on Thursday afternoon. | _____ |
| 8 The Office Manager wants all staff to be tidy. | _____ |

3 Put the words in the correct order to make instructions.

- | | |
|---|-------|
| 1 work / 9 a.m. / please / at / start / . | _____ |
| 2 the weekend / come / don't / to / the office / at / . | _____ |
| 3 at / don't / please / eat / desk / your / . | _____ |
| 4 don't / please / drive / work / to / . | _____ |
| 5 to / bring / don't / large / work / bags / . | _____ |
| 6 your / remove / please / desk / any mugs / from / . | _____ |

Writing Company performance

1 Complete the company performance report with the phrases in the box.

a big thank you but we grew to twenty but we had some problems
 but we need to spend more next year it was a good year our sales were €26,000
 we need to build strong relationships we won five new customers outside London

Subject: MegaMugs second year

Dear Team,

First, ¹ _____ for all your hard work this year. We had a good year,
² _____. We had a sales target of €30,000 but we didn't hit it.
³ _____, €4,000 under. We wanted to grow our number of customers
 to twenty-five shops, ⁴ _____, five shops under our target.
⁵ _____ with customers. We hired three more sales reps and, as a
 result, ⁶ _____ and grew our export business with more sales in
 the USA.
 We spent €1,500 on online advertising, ⁷ _____ to hit all our targets.
 Overall, ⁸ _____. Well done!

Regards,
 Franco Volpe

2 Read the notes about Envirolite trainers. Tick (✓) Yes or No for points 1–6.

Successes
 Hit our sales target of €600,000 – grew our UK retail business from two to four shops
 Spent €9,500 on advertising – won nine new customers

Challenges
 Made some mistakes – online business didn't hit its target because we had problems with the online shop – didn't grow our export business

Aims for next year
 – Spend more on advertising next year
 – Spend money on a new online shop
 – Hire more sales reps to work in Europe so we can hit our export targets

Second year targets	Success?	
	Yes	No
1 Hit sales target		
2 Hit online sales target		
3 Grow UK retail business		
4 Advertise to win more customers		
5 Create a good online shop		
6 Grow export business		

3 Write an email about Envirolite trainers' performance. Use the notes and the table in Exercise 2.

Dear Team,

First, ...

Functional
language

Talking about projects

1 Put the words in the correct order to make questions.

1 go, / did / generally / it / how / ?

2 went / what / well, / in particular / ?

3 well / didn't / what / go / ?

4 the / what / problem / was / ?

5 this / did / happen / why / ?

6 do / what / you / did / ?

7 happened / what / ?

8 experience / was / what / your / ?

9 to / what / we / do / change / need / ?

2 Complete the responses with the words in the box.

deadline	didn't communicate	improve	made	mistakes	problem	well
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a We need to _____ our instructions and our communication, but in the end everybody is really happy with the product.

b We made some _____ with the instructions.

c OK, so we met the _____ and everybody in the team was very happy. The product is great.

d We _____ the instructions clear and we had a meeting with the team in the factory.

e Well, there was a _____ with the design.

f We _____ well and we didn't have regular update meetings.

g It went _____, thanks.

3 3.01 Listen and match the responses in Exercise 2 (a-g) with the questions in Exercise 1 (1-9). There are two extra questions.

a _____ d _____ f _____

b _____ e _____ g _____

c _____