

A

A successful business

This is the story of a company that has **achieved a great deal** [a lot] in a short period of time.

Language help

If you **achieve** something, you have been successful in something that needed a lot of work and effort. The noun is **achievement**, e.g. *Writing a book has been my greatest **achievement**.*



LOCAL BUSINESS SPOTLIGHT

DENHAM FARM BAKERY



DENHAM FARM BAKERY¹ is a family business, with three different **generations** (father, son and granddaughter) of the family **currently**² working with a team of 90 **employees**. The company **was set up**³ in 1991 with the **aim**⁴ of producing a **variety**⁵ of bread of the highest **quality**⁶. The Denham family saw there was a **growing demand**⁷ for organic products in the 1990s, and they soon became **experts**⁸ in the field of organic bread-making.

The company is **run**⁹ from a factory in Ilminster, where the bread is baked **daily**¹⁰ and then **delivered**¹¹ to shops across the south-west of England. The **firm**¹² has **expanded**¹³ a great deal in the last 20 years, but it still remains a family business.

¹ place where bread and cakes are made or sold

² now, at the moment (NOT actually)

³ started (used about a company or organisation)

⁴ a plan of what you hope to achieve

⁵ different types

⁶ how good or bad something is

⁷ when more people want to buy something

⁸ people with skill/knowledge in something

⁹ organised and controlled

¹⁰ every day

¹¹ taken (to shops)

¹² company or business

¹³ become bigger

B

A view of a company

Morgan & Stenson are a firm of **accountants**¹. They were **formerly**² Stenson & Son, but were **taken over**³ by JS Morgan five years ago. James Morgan **took up** the **position**⁴ of senior partner, and the company changed its name to Morgan & Stenson. The **headquarters**⁵ of the firm are in Newcastle, but they have five other **branches**⁶ in different parts of the north-east of England.

James Morgan is a **former** owner of a football club, with many **contacts**⁷ in the football world, so many of his **clients**⁸ are footballers.

Last year the company **attracted** a lot of **attention**⁹ when it became the first firm of accountants to advertise on local TV and radio. At the time, James Morgan said it was his **ambition**¹⁰ to change the **image**¹¹ that people have of accountants.

¹ people who control a person or company's money

² in the past but not now

³ JS Morgan got control of Stenson & Son

⁴ started in the job

⁵ the place where the main office is

⁶ offices that are part of the company

⁷ people you know

⁸ people who pay someone for a service

⁹ caused people to notice it

¹⁰ something someone wants to achieve

¹¹ the way that people think of them

Language help

We usually talk about an **ex-wife/boyfriend**, etc., but a **former** president/career/banker, etc. Shops and organisations have **customers**; lawyers, accountants, etc. have **clients**. We **take up** a job or activity, but we **set up** a company.

Exercises

39.1 Tick (✓) the words which refer to people.

headquarters employee ✓ branches expert bakery
accountant quality client contacts variety

39.2 Replace the underlined word(s) with a word or phrase that has a similar meaning.

- The food is delivered every day. *daily*
- There is a real need for food of this quality.
- Our plan is to open another branch.
- The company is doing well.
- We have 25 workers.
- I started the business ten years ago.
- Their main offices are in Sheffield.
- He's hoping for a position in the company.
- The firm is getting bigger.
- The company made a lot of money last year.

39.3 Choose the best word to complete the sentences.

- They're experts in / on farming.
- When did you *set up* / *take up* tennis?
- Her law firm has many famous *clients* / *customers*.
- She's actually my *ex-* / *former* wife; we got divorced last year.
- When did they *set up* / *take up* the company?
- The shop assistant was serving a *client* / *customer*.
- Marcel used to work here, but he's *currently* / *actually* working abroad.
- Are they planning to *take up* / *take over* the company?
- George Bush is a *former* / *an ex-* president of America.

39.4 Rewrite the sentences using the words in capitals. Keep a similar meaning.

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| 1 He makes different cakes. VARIETY | He <i>makes a variety of cakes</i> . |
| 2 They were very successful. ACHIEVE | They |
| 3 I know a lot of people in banking. CONTACTS | I |
| 4 They used to be called BMG. FORMERLY | They |
| 5 I've always wanted to fly a plane. AMBITION | It's |
| 6 She has a great knowledge of finance. EXPERT | She |
| 7 People noticed the adverts. ATTRACT | The adverts |

39.5 Complete the text.

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Danielle Spinks set up her motorbike courier service (DCS) in 1979. If you wanted to send documents across London, Danielle promised to ¹ deliver them in less than one hour. It was only a small ² , but DCS ³ immediate success, so Danielle set up another ⁴ of the company in Manchester, which was ⁵ by her brother, Darren. The business soon ⁶ rapidly, and it is now Danielle's ⁷ to have a branch of her courier service in every major city in England.