

Talking about your company

You may need to present your company to visitors, potential investors or partners, or new suppliers and clients. Here is some **useful English vocabulary** to learn that will help you talk clearly, concisely and positively about what your company does.

Here is the list of words you must type in the correct blank:

listed *established* *launched* *set up* *divided* *based*

produce *includes* *developing* *provides* *employ* *employs* *deal*
offer

responsible

partners *CEO* *running* *divisions* *branch*
headquarters *profits* *subsidiaries*

Giving the history of your company

We were **founded** / **set up** / in 1981.

We **merged** with X company in 1990.

We **opened** a subsidiary in the UK.

The subsidiary was **sold off** two years after and the remaining company was **split into** five different

We **floated** on the stock exchange last year, and we are now on the London Stock Exchange.

Talking about your products and services

We **make** / **produce** **packaging** material.

We **manufacture** car engines.

We **supply** paper products.

Talking about your company

We **introduced** a new washing powder last month. It has **revolutionised** the washing process. We have **pioneered** new ways of reducing energy costs in domestic appliances.

We are **researching** new products for the home entertainment industry. We hope to **roll them out** early next year.

We are **developing** new software for the internet. Our R&D department is working closely with our **international** .

Company performance

We are the **market leaders** in three countries.

We have **expanded** our operations.

Our company has **grown by** one-third.

We make **annual sales** of \$1 million.

Our **turnover** is **in excess of** \$2 million.

Company structure

At the head is the **President**, or .

Below the President is the **Managing Director**, who has **overall responsibility** for the **day-to-day operations** of the company.

The company is **structured** into different **departments**, each with its own director. The Marketing and Sales department **consists of** the sales team, and customer services. The Administration department also **oversees** Human Resources.

We **employ** more than 2000 people worldwide.

Talking about your company

Responsibilities

I **report to** the Marketing Manager.

I **deal with** customer enquiries.

We work closely with the sales team, who are **in charge of** customer accounts.

We **co-operate with** our offices worldwide.

We have more than one **branch** in some countries.

We are **responsible for** our own markets.

GENERAL INFORMATION (Past and Present)

- **The company was founded/launched** in 1998.
- **We have been in business** for over ten years.
- **We started life as** a construction company.
- **Our company is** based in Paris.
- **Our head office is** in Paris.
- **We have offices** all over Europe.
- **We operate** in 5 other cities/ 10 countries all over the world.
- **We have** agents all over the country.

Talking about your company

WHAT YOU DO

- **We employ/ Our company** around two-hundred people.
- **We specialize in** commercial development/ corporate law/ intellectual property rights.
- **We supply** quality website and publishing services.
- **Our company** legal services.
- **We deliver** training courses to help your employees become more productive.
- **We** customers apps that are made to meet specific requirements.

WHAT MAKES YOU DIFFERENT

- **We work directly with** the clients.
- **What we do is** listen to our customers' unique needs and employ strategies that are specifically designed to achieve their goals.
- **What sets us apart from our competition is** that we invest enough time in training our employees to make sure they're equipped with the right skills.

THE FUTURE

target teenagers

giving away freebies

open five more offices in the country

creating eye-catching advertising materials

Drag and drop the correct ending of the sentence below:

Talking about your company

- ***We're planning to*** _____
- ***Our next campaign will*** _____
- ***Our marketing strategy will be based on*** _____
- ***Our marketing tactics will involve***

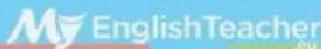
- ***The unique combination of our expertise and innovative strategies ensures that we will be a major market player in the future.***

The following video explains how to describe your company and talk about your job (15 mn): it will help you to memorize the vocabulary if needed.

<https://www.dailymotion.com/video/x6fh6tb>

Talking about your company

PRESENT YOUR COMPANY



GENERAL INFORMATION

- The company was founded/launched in 1998.
- We have been in business for over ten years.
- Our headquarters/ head office is in Paris.
- We operate in 5 other cities/ 10 countries all over the world.

WHAT YOU DO

- We specialize in commercial development/ corporate law.
- We supply quality website and publishing services.
- Our company provides legal services.
- We deliver training courses to help your employees become more productive.

WHAT MAKES YOU DIFFERENT

- What sets us apart from our competition is that we invest enough time in training our employees to make sure they're equipped with the right skills.
- What we do is listen to our customers' unique needs and employ strategies that are specifically designed to achieve their goals.

THE FUTURE

- We're planning to open five more offices in the country.
- Our next campaign will target teenagers.
- Our marketing tactics will involve giving away freebies.
- Our marketing strategy will be based on creating eye-catching advertising materials.

