HANDOUT 3

UNIT 3: COMPANY BACKGROUND

I. VOCABULARY

❖ be based in / *bɪ beɪst ɪn/*	❖ market share /*ˈmɑːkɪt ʃeə(r)/*
❖ branch (n) */brɑːntʃ/*	❖ offer (v) /*ˈɒfə(r)/*
❖ brand (n) */brænd/*	❖ produce (v) */prəˈdjuːs/*
❖ division (n) */dɪˈvɪʒn/*	❖ provide (v) */prəˈvaɪd/*
❖ employ (v) */ɪmˈplɔɪ/*	❖ revenue (n) /*ˈrevənjuː/*
❖ establish (v) */ɪˈstæblɪʃ/*	❖ sales (*n) /seɪlz/*
❖ export (n) (v) */ɪkˈspɔːt/*	❖ sell *(v) /sel/*
❖ found (v) */faʊnd/*	❖ specialize (in) /*ˈspeʃəlaɪz ɪn/*
❖ head office */hed ˈɒfɪs/*	❖ start (v) */stɑːt/*
❖ import (n) (v) */ɪm ˈpɔːt/*	❖ subsidiary (n) */səbˈsɪdiəri/*
❖ manufacture (v) /*ˌmænjuˈfæktʃə(r)*	❖ turnover (n) /*ˈtɜːnəʊvə(r)/*

Complete each sentence with ONE suitable word/ phrase based on the first given letter

Example: *I need a* **p**_ _ _ _ **c**_ _ _ *to hold these sheets of paper together.*

Answer: *paper clip*

1. Vinamilk's **h**_ _ _ **o**_ _ _ _ _ is located in Ho Chi Minh City.
2. Sacombank has over 250 **s**_ _ _ _ _ _ _ _ _ _ _ located in almost all of the cities in Vietnam.
3. Google's **r**_ _ _ _ _ _ amounted to 74.54 billion US dollars in 2015.
4. Vietnam's retail market is expected to reach $179 billion in **t**_ _ _ _ _ _ _ by 2020.
5. **M**_ _ _ _ _ **s**_ _ _ _ is the amount that a company sells its products or services compared with other companies selling the same things.
6. Unilever manufactures detergents, home & personal care products and foods including some of the world's top **b**_ _ _ _ _ like: Omo, Lux, Lifebuoy, Dove, etc.
7. Kikkoman is a Japanese company and they **s**_ _ _ 400 million litres of soy sauce every year.
8. Samsung Electronics was **f**_ _ _ _ _ _ in 1974. It's one of the largest information technology companies in the world.
9. This local factory **p**_ _ _ _ _ _ _ all electronic components for our city.
10. The company hasn't **e**_ _ _ _ _ _ _ enough people, so I have to work overtime to meet the requirements of customers.

LIVEWORKSHEETS

II. GRAMMAR

➢ **Useful expressions to ask and answer about company background**

No.	Q & A	Examples
1	Q: What does (your) company do? A: It produces /manufactures/ sells/ provides/ offers ...	Q: What does your company do? A: It produces sunglasses for Prada, Gucci, and Louis Vuitton.
2	Q: Where is (your company's) head office? A: It is in ...	Q: Where is the head office? A: It is in Paris, France.
3	Q: When was the company founded/ established? A: It was established/founded in ...	Q: When was the company established? A: It was established in 1967.
4	Q: How many offices/ branches/ subsidiaries does the company have? A: It has ... offices/ branches/ subsidiaries in ...	Q: How many subsidiaries does the company have? A: It has over 50 subsidiaries in Vietnam.
5	Q: How many employees does the company have?/ How many people does it employ? A: It has ... employees in ...	Q: How many employees does the company have? A: It has about 500,000 employees in San Francisco, San Jose, California.
6	Q: What was its turnover/ revenue? A: Its turnover/ revenue was ...	Q: What was its turnover last year? A: Its turnover was £3 billion last year.
7	Q: What were its sales last year? A: Its sales were …	Q: What were its sales last year? A: Its total worldwide sales were £3 billion last year.

Identify the error (A, B, C or D) in each sentence and write the correct words/phrases

Example: *I need print (A) a hard copy of (B) this file. Is (C) there a printer I can (D) use?*
Answer: *A → to print*

1. 'What is (A) your (B) company turnover last year (C)?' – 'It's (D) $50,000.'
2. It's (A) total worldwide (B) sales were (C) 5 billion pounds (D) last year.
3. 'How many (A) subsidiaries does (B) the company have?' – 'It have (C) 25 branches in (D) Korea.'
4. As far as I know (A), Sara's (B) new company is based (C) on (D) Australia.

LIVEWORKSHEETS

5. 'How much (A) people does your (B) company employ (C)?' - 'There are 200 people working (D) here.'
6. 'Where (A) does (B) your company's (C) headquarter?' - 'It's in (D) New York.'
7. 'What (A) does your (B) company produce?' - 'My company manufacture (C) mobile phones (D).'
8. 'Where (A) is your biggest (B) market?' - 'It (C) is China (D).'
9. Where (A) was Samsung electronics (B) company founded? – It was (C) founded in (D) 1974.
10. His (A) company was establish (B) 10 years ago (C) and it has been developing (D) very fast.

III. LISTENING

Listen and answer the questions with NO MORE THAN TWO WORDS or A NUMBER

1. Apart from being a founder, what is Lorella Braglia's job?

.....

2. What does her husband do in the company?

.....

3. How many collections does Lorella design every year?

.....

4. Where does she organize fashion shows to present her collections besides Paris and London?

.....

5. How many units does Dielle company produce per year?

.....

IV. READING

Task 1: Read the text and and fill the gaps in the summary with NO MORE THAN THREE WORDS and/or A NUMBER from the text

The Welcome Tech Inc. company, established in 2001, is producing and exporting high quality ink to overseas markets. Especially, our company produces a wide range of ink products according to the consumers' taste.

Our company is widely recognized by global consumers in this field as a leading company based on its excellent quality and strong competitiveness.

Additionally, we produce high quality ink by applying our experience accumulated for more than ten years and export to more than 80 countries.

We have been continuously improving and developing our products since being selected as a prospective exporting company and ISO certified company by the Small and Medium Business Administration in 2002.

From now on, the Welcome Tech Inc. is going forward armed with excellent strategies and with new technologies to be a reliable company for customers.

LIVEWORKSHEETS

Summary:

The Welcome Tech Inc., company was founded in (1) _____. Now, it produces (2) _____ and exports to global markets. The company exports them to over (3) _____. Thanks to the continuous efforts, the company was ISO certificated in (4) _____. In an effort to be a(n) (5) _____ company for customers, Welcome Tech Inc. plans to move forward with excellent strategies and modern technologies.

Task 2: Read the text and answer the following questions with NO MORE THAN THREE WORDS or A NUMBER from the text

The Coca Cola beverage was invented by pharmacist John Stith Pemberton in 1886. The formula and brand were bought in 1889 by Asa Candler who incorporated the Coca Cola Company in 1892.

In 1916, the company began manufacturing its famous bottle, which remains the signature shape of Coca Cola today. In 1928, Robert Woodruff, who was the company's president at that time, led the expansion of Coca Cola overseas when introducing the Coca Cola to the Olympic Games for the first time.

In the 1960s the company decided to expand its product range with Fanta, Sprite and Fresca. The company's presence worldwide was growing rapidly and year after year Coca Cola found a home in more and more places in the world. As for today, Coca Cola has grown to be the world's most famous brand, with more than 1.4 billion beverage servings sold each day.

1. When was Coca Cola company established?

.....

2. What does it produce?

.....

3. When did Coca Cola first manufacture its famous bottle?

.....

4. Who was the person introducing the Coca Cola to the Olympic Games?

.....

5. Which products of Coca Cola were expanded in the 1960s?

.....

V. WRITING

Look at the information about Vinamilk, write 7 sentences to describe about the company, start each sentence with the suggested words

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Nationality	Vietnamese
Type	Joint-stock company
Headquarters	Ho Chi Minh City, Vietnam
Branches	Hanoi, Da Nang, Can Tho
Founded	1976
Revenue	40 trillion VND in 2015
Specialize in	Dairy products, juice
Employs	3,429 people

1. Nationality?

-> Vinamilk is a Vietnamese company.

2. Type

-> It.....

3. Headquarter?

-> Its.....

4. Branches?

-> It.....

5. Founded?

-> It.....

6. Employs?

-> It.....

7. Revenue?

-> Its.....

8. Manufacture?

-> It.....

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