

# 3 Changes

## 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 <sup>1</sup>                     to London in 1976. She <sup>2</sup>s                     her first home interiors business with a friend in 1985. In 1993, she <sup>3</sup>o                     her first Cath Kidston store and <sup>4</sup>c                     her now-famous wallpaper. In 1999, she <sup>5</sup>h                     more employees and opened her second store. She <sup>6</sup>e                     her business to other countries in 2006 and opened a store in Tokyo. In 2008, she worked with a UK supermarket and <sup>7</sup>p                     a shopping bag from recycled plastic bottles. In 2011, the company <sup>8</sup>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, <sup>1</sup> _____, <sup>2</sup> _____ |
| Thanking            | <sup>3</sup> _____, <sup>4</sup> _____           |
| Giving instructions | <sup>5</sup> _____, <sup>6</sup> _____           |
| Ending an email     | <sup>7</sup> _____, <sup>8</sup> _____           |

### 4 Complete the email with the phrases in Exercise 3.

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To all <sup>1</sup>\_\_\_\_\_,

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, <sup>2</sup>\_\_\_\_\_ do the following:

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

We <sup>3</sup>\_\_\_\_\_ your cooperation.

Best <sup>4</sup>\_\_\_\_\_,

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.

- 1 What \_\_\_\_\_ ?  
The company produced children's clothes.
- 2 Where \_\_\_\_\_ ?  
The manager moved to another office.
- 3 When \_\_\_\_\_ ?  
She launched her café in 2018.
- 4 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.

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

### 4 Complete the Past Simple negative sentences.

- 1 Tim launched a French version of the game. He \_\_\_\_\_ a Spanish version.
- 2 The company grew their export business in 2019. They \_\_\_\_\_ it in 2020.
- 3 Sara hired a sales manager. She \_\_\_\_\_ any new sales representatives.
- 4 I hit my targets last week. I \_\_\_\_\_ them this week.
- 5 We built relationships with new customers in the USA. We \_\_\_\_\_ any in Europe.
- 6 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?       |   |



**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.**

- work / 9 a.m. / please / at / start / .  
\_\_\_\_\_
- the weekend / come / don't / to / the office / at / .  
\_\_\_\_\_
- at / don't / please / eat / desk / your / .  
\_\_\_\_\_
- don't / please / drive / work / to / .  
\_\_\_\_\_
- to / bring / don't / large / work / bags / .  
\_\_\_\_\_
- 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, <sup>1</sup> \_\_\_\_\_ for all your hard work this year. We had a good year,  
<sup>2</sup> \_\_\_\_\_. We had a sales target of €30,000 but we didn't hit it.  
<sup>3</sup> \_\_\_\_\_, €4,000 under. We wanted to grow our number of customers  
 to twenty-five shops, <sup>4</sup> \_\_\_\_\_, five shops under our target.  
<sup>5</sup> \_\_\_\_\_ with customers. We hired three more sales reps and, as a  
 result, <sup>6</sup> \_\_\_\_\_ and grew our export business with more sales in  
 the USA.  
 We spent €1,500 on online advertising, <sup>7</sup> \_\_\_\_\_ to hit all our targets.  
 Overall, <sup>8</sup> \_\_\_\_\_. 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

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 \_\_\_\_\_