

## 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 BAKERY<sup>1</sup> is a family business, with three different **generations** (father, son and granddaughter) of the family **currently**<sup>2</sup> working with a team of 90 **employees**. The company **was set up**<sup>3</sup> in 1991 with the **aim**<sup>4</sup> of producing a **variety**<sup>5</sup> of bread of the highest **quality**<sup>6</sup>. The Denham family saw there was a **growing demand**<sup>7</sup> for organic products in the 1990s, and they soon became **experts**<sup>8</sup> in the field of organic bread-making.

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

- <sup>1</sup> place where bread and cakes are made or sold
- <sup>2</sup> now, at the moment (NOT actually)
- <sup>3</sup> started (used about a company or organisation)
- <sup>4</sup> a plan of what you hope to achieve
- <sup>5</sup> different types
- <sup>6</sup> how good or bad something is
- <sup>7</sup> when more people want to buy something

- <sup>8</sup> people with skill/knowledge in something
- <sup>9</sup> organised and controlled
- <sup>10</sup> every day
- <sup>11</sup> taken (to shops)
- <sup>12</sup> company or business
- <sup>13</sup> become bigger

## B

## A view of a company

< > +
80%

## MORGAN & STENSON

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

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

Last year the company **attracted** a lot of **attention**<sup>9</sup> 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**<sup>10</sup> to change the **image**<sup>11</sup> that people have of accountants.

- <sup>1</sup> people who control a person or company's money
- <sup>2</sup> in the past but not now
- <sup>3</sup> JS Morgan got control of Stenson & Son
- <sup>4</sup> started in the job
- <sup>5</sup> the place where the main office is
- <sup>6</sup> offices that are part of the company

- <sup>7</sup> people you know
- <sup>8</sup> people who pay someone for a service
- <sup>9</sup> caused people to notice it
- <sup>10</sup> something someone wants to achieve
- <sup>11</sup> 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.

- |                                                |                                      |
|------------------------------------------------|--------------------------------------|
| 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.

⬅ ➡
🔄 🔍 🏠

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