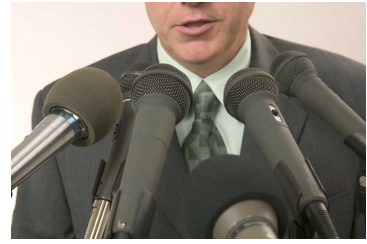


Phone English

Lesson: B104

Introducing my business...



Aim: to be able to talk about your company history, structure and your function

A. Giving the history of your company

Complete the *applicable* phrases with your teacher:

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

Our **Head Office** is in

Recently, we **merged** with

We **set up** a **division/subsidiary/branch** in

B. Talking about your products and services

Use these words to tell your teacher about what you do.

You may find some of these verbs below helpful:

Make/produce/manufacture/create				
develop	research	launch	analyse	
design	train	promote	specialise (in)	advise

C. Talking about your company performance

Answer these questions:

- Are you the **market leaders** in your **field**?
- Has your company **expanded** operations?
- How much has your company **grown by** over the last few years?
- What are your approximate **annual profits** ?
- What is your approximate annual **turnover**?
- What areas/countries/customers are you **targeting** to improve performance/sales in the future?

D. Talking about your company fluently

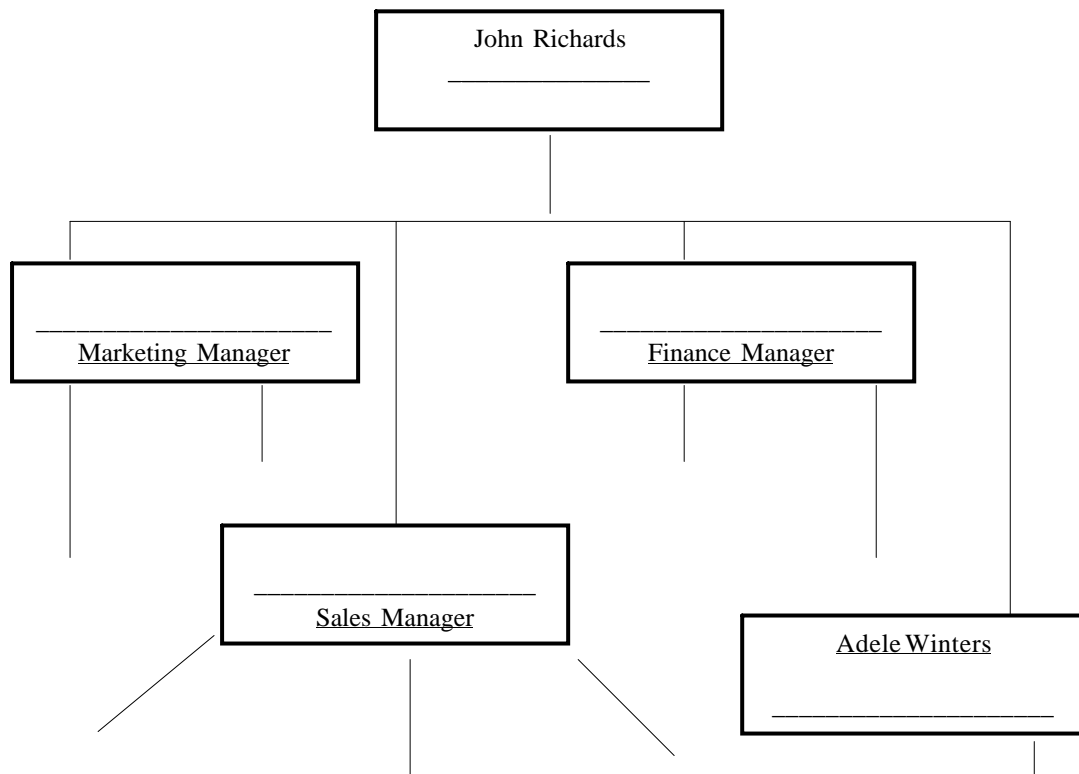
Using the language in A, B and C, re-tell you teacher about your company.

E.g. Promotech was founded in 1989 by my boss. We are Computer Software Developers and specialise in designing software for the financial sector..... While we are not the market leaders, we have expanded quickly over the last few years and have grown by 35% over the last 2 years.

E. Company structure

Read the paragraph below and complete the organisation chart below with the missing names and job titles.

John Richards is the **Managing Director**, who has **overall responsibility** for the **day-to-day running** of the company. The company is **divided into** different **departments**, each with its own Manager. All marketing people are **responsible to** Clare Strange. She is **responsible for** company promotion worldwide. Sam White **heads up** the Sales team which **consists of** over 35 **personnel**. Robert Smythe **manages** the **Finance Department** and Adele Winters is **in charge of** the **Personnel department**, which also **includes Customer Services**.



Phone English

F. Language point: *Responsible to or Responsible for*

*Note, in the paragraph above it says 'All marketing people are **responsible to** Clare Strange. She is **responsible for** company promotion worldwide.'*

- What is the difference between *responsible to* and *responsible for*?
- Who are you responsible to?
- What are you responsible for?

G. Describing your company structure

Quickly draw your company structure. Then tell your teacher about your company and your responsibilities using the language above.

H. Homework

Review the language and prepare a brief presentation on all aspects of your company for next time.