

# Presenting the Company's Operations – Business English Vocabulary

## Presenting the company's operations – Products and Services

### Prepare for Unit 4 – At home

We **make / produce** packaging material.

We **manufacture** car engines.

We **supply** paper products.

We **launched** a new washing powder last month. It has **revolutionized** 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 (to roll out = lancer/sortir un produit).

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


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

We have more than **one branch** (**branch = succursale**) in some countries.

### Examples

Our company produces electronic components for washing machines. We are based in Singapore and we have subsidiaries in Korea, Malaysia and Japan. We sell our products throughout Europe and our biggest customers are in Europe. At present we are setting up a new distribution centre in France. Our department is working on the design plans and at the moment I am studying different plant layouts.

I work for a large, multinational company.  
We manufacture components for our car production plants in Europe.  
The company has operations in over fifty countries.  
We export to Eastern Europe and the Far East.  
The domestic market accounts for about 40 per cent of our total production.

 **Work with a partner. Use a verb in B, and a noun in C to make sentences about the companies in A, as in the example.**

**A**

Airbus Industrie  
Yahoo  
Walmart  
Thomas Cook  
Morgan Stanley  
Manpower  
Vodafone

**B**

offers  
manufactures / makes  
*provides*  
recruits  
operates  
sells  
organizes

**C**

cellular phone networks.  
temporary staff.  
aircraft.  
financial advice.  
travel and holidays.  
*Internet services.*  
consumer goods.

## In-Class Exercise – Fill in the blanks

A manufacturing company

So, who do you work for? I work for a large \_\_\_\_\_ company called DAK group. We have five \_\_\_\_\_ of business - construction, heavy industry, shipbuilding, motor vehicles, and telecommunications. And which \_\_\_\_\_ of the business do you work in? The motor vehicles \_\_\_\_\_. I work in our Belgian \_\_\_\_\_. We \_\_\_\_\_ components for our car production plants in Europe. Where are DAK \_\_\_\_\_? In Seoul, But the company has \_\_\_\_\_ in over 50 countries and 30 factories over the world.

Products and Markets

What does your company \_\_\_\_\_ exactly?

We design and assemble a wide \_\_\_\_\_ of electric generators for hospitals, hotels and small factories. We \_\_\_\_\_ in \_\_\_\_\_ generators but we're going to diversify into larger models next year. And who do you \_\_\_\_\_ to? We \_\_\_\_\_ to Eastern Europe and the Far East. The \_\_\_\_\_ market \_\_\_\_\_ about 40% of our \_\_\_\_\_ sales.

Company Size

How about people does your company \_\_\_\_\_?

We have \_\_\_\_\_ 60 employees. We have about 40 factory workers and technical people and the rest are \_\_\_\_\_ and \_\_\_\_\_. We \_\_\_\_\_ with only 10 people, so our \_\_\_\_\_ has grown a lot. What's your annual \_\_\_\_\_? It was just over 2 \_\_\_\_\_ euros last year.

Company background

How long has the company \_\_\_\_\_? For over 40 years, the original company – Davies Engineering – \_\_\_\_\_ in 1960 by the Davies brothers in a small workshop near Manchester. They closed down the workshop in 1980 and \_\_\_\_\_ a new factory in Leeds. When did it become IABS? In 1997, when it was \_\_\_\_\_ a German company. They \_\_\_\_\_ two more businesses in the UK What does IABS \_\_\_\_\_? International Air Braking Systems.

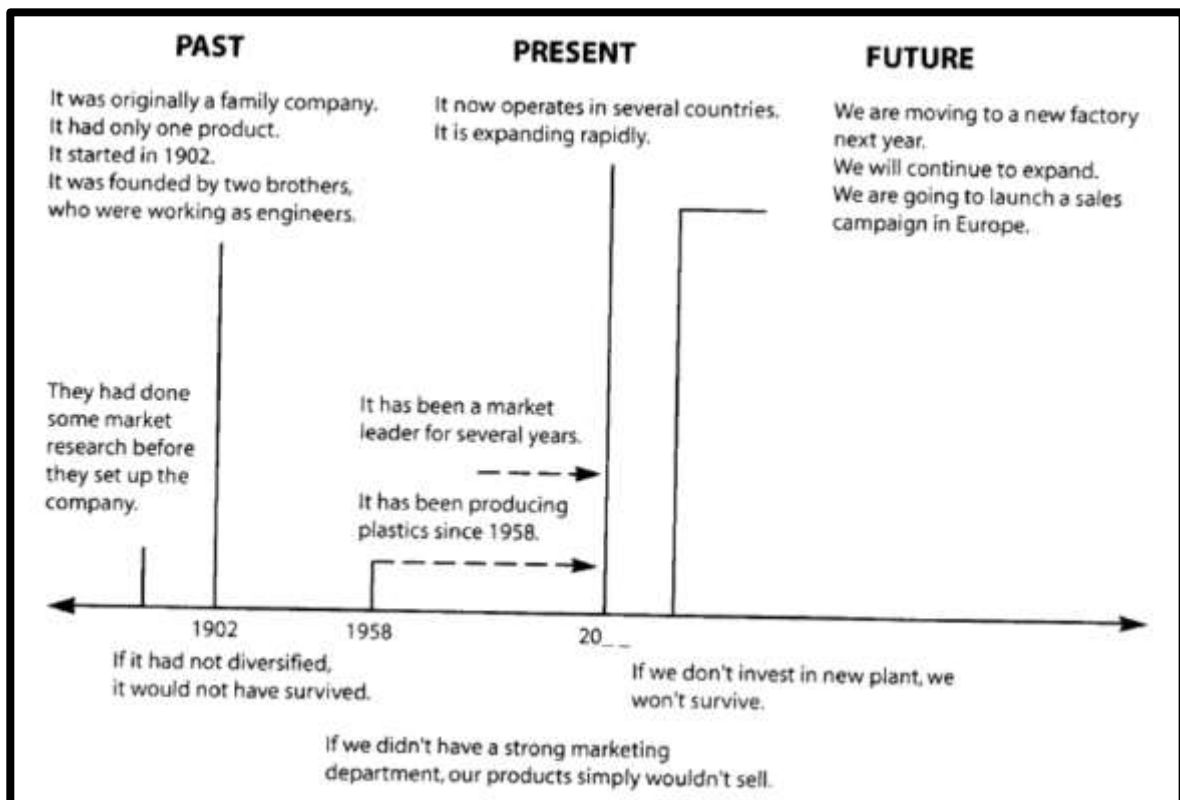
## Giving the history of your company

### Prepare for Unit 4 – At home

JBM is a Financial Services Company. The Managing Director is Martina Pavlovski. Here is an *extract from a speech* she made to **shareholders (actionnaires)**.

'For our sector, **recent times have been difficult**. However, it is clear that we are not alone. **The world economy has suffered a downturn** and all sectors of industry have experienced difficulties. But this year **we have already seen signs of improvement**; I am sure you know that especially **in Asia there has been increased growth** and this will benefit us greatly. Also, turning to insurance, **we have been involved in the insurance market** for only a relatively short time, but it is good to see that **this sector has grown rapidly** since 2008.'

What do you notice?



We were **founded / set up / established** in 1981. We **merged** with X company in 1990. We **set up** a subsidiary<sup>1</sup> in the UK. The subsidiary was **sold off** two years after and the remaining company was **split into** five different **divisions**. We **float**ed on the stock exchange last year<sup>2</sup>, and we are now **listed** on the London Stock Exchange.

## Exercice

Last year our company (report) \_\_\_\_\_ a small increase **in** profits. This year, we (see) \_\_\_\_\_ continued improvement and our **turnover** (rise) \_\_\_\_\_ **by** 15%. This is very good news in a difficult world market. In fact, internationally, the market (fall) \_\_\_\_\_. Naturally, our costs (go up) \_\_\_\_\_ and so the rise **in profits** is not so great. It is true that our domestic performance (be helped) \_\_\_\_\_ by the **collapse** of our **competitor** Capra&Pecora, which (go out) \_\_\_\_\_ of business in January.

- Turnover = Chiffre d'Affaires
- This is very good news = C'est une très bonne nouvelle
- profits = bénéfices
- Collapse = effondrement
- Competitor = concurrent
- To go out of business = mettre la clé sous la porte/faire faillite

## Types of business structures – LES FORMES DE SOCIETE

une association à but non lucratif	a non-profit organisation
une PME	a small and middle size business (SME)
une société de capitaux	a company
une société anonyme (SA)	a public limited company (UK), a business corporation (US)
une entreprise commune	a joint venture
un organisme public	a public corporation
le secteur public	the public sector
le secteur privé	the private sector
une multinationale	a multinational (corporation / company / business)
une entreprise individuelle	Sole proprietorship
SARL	A Limited Liability Company (LLC)
De taille moyenne (PME)	A medium-sized <b>firm</b> /business
Entreprise familiale	A family (owned) business

<sup>1</sup> A subsidiary = une filiale (a branch = une succursale)

<sup>2</sup> Nous sommes entrés en bourse

## **Type of Workers - THE STAFF – LES MEMBRES DE L'ÉQUIPE**

An executive (member)	cadre
A manager	Directeur /chef d'équipe
An accountant	comptable
A warehouseman	magasinier
A receptionist	réceptionniste
A secretary	secrétaire
A sales representative/person	un commercial
A truck (US) driver	un chauffeur poids lourd
An employee	employé / salarié
An employer	employeur
apprentice / trainee	Apprenti
day / night shift	équipe de jour / de nuit
the chairman	le président
the chief-executive officer (CEO)	le président-directeur général (PDG)
the general manager	le directeur général
the board of directors	le conseil d'administration (CA)
the chairman of the board	le président du conseil d'administration
the payroll	l'ensemble des salariés
the top management	
the admin	les cadres supérieurs
A senior executive	un cadre supérieur
A junior executive	un cadre moyen
An intern	un stagiaire
A Temp (worker)	un intérimaire
Full-time employee	à plein temps
Part-time employee	à mi temps
A Civil servant	un fonctionnaire
An internship	un stage
A training	une formation
A trade union	un syndicat

## Example

At the head of this company is the **President**, or **CEO**. Below the President 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 director. The Marketing and Sales department **consists of** the sales team, and customer services. The Administration department also **includes** Human Resources. The company **employs** more than 2,000 people worldwide.

### Individuals within the structure

The Chief Executive Officer (CEO) runs the company.  
The level below CEO is Chief ... Officer, for example  
Chief Financial Officer (CFO).

*The CFO is part of the senior management team.*

*The CFO reports to the CEO (= has the CEO as their boss).*

*The CFO is in charge of (= responsible for) all the financial side of the business.*

The next level down might be country level for a large international organization, or departmental level. A job title here might be Sales Director or Head of Sales or VP (= Vice President) Sales.

*The Sales Director for Sweden liaises closely with (= talks to in order to work better with) the Chief Marketing Officer at Head Office in the States.*

Below this are people with job titles like *Manager, Officer, Coordinator*, etc. The words *Assistant* or *Deputy* may also occur at any level.

*I'm the Business Development Officer for Sweden.*

*My line manager (= person directly above me/person who I report to) is the Sales Director.*

*The Sales Director delegates (= gives) a lot of the work to me.*

We say ...

*senior people at a higher level*

*junior people at a lower level*



## The Workplace<sup>3</sup> - LE MONDE DU TRAVAIL

the workshop	l'atelier
the premises	les bureaux/les locaux
a department	un service
accounting department	service comptabilité
Research and development	R&D
marketing department	service marketing
sales department	service commercial / des ventes
after-sales service	service après vente
headquarters	siège social
warehouse	entrepot/magasin (stock)
the reception (desk)	l'accueil/le hall de réception
the main building	le bâtiment principal
the car park = parking lot	le parking

### Departments

The list of departments below is typical for many business – each one corresponds to a business function. Companies also have other departments related to their own particular business activity.

- *Production* might also include *Purchasing* and *Quality Assurance (QA)*.
- *Operations* refers to all the internal processes of a company and might include, for example, *Logistics*.
- *Sales* might also include *Business Development*.
- *Customer Services* might include *Technical Support*.
- *Marketing* might include *Market Research*.
- *Communications* refers to all promotional activities including a strong focus on *Public Relations (PR)*.
- *Finance* has many subdivisions, such as *Financial Control*, *Treasury*, *Accounts* and *Payroll* (= managing salary payments).
- *Human Resources (HR)*.
- *Information Technology (IT)*.
- *Research and Development (R&D)*.
- *Legal*.

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<sup>3</sup> Ne PAS dire the business world.

## Managing a company - LA GESTION D'UNE ENTREPRISE

diriger une entreprise	to run a company
gérer une entreprise	to manage a firm
dissoudre une société	to dissolve a company
prendre le contrôle d'une société	to take over a company
fusionner	to merge
restructurer une entreprise	to restructure
moderniser	to upgrade
une prise de pouvoir	a takeover
fusions et acquisitions	mergers and acquisitions (M&A's)
une offre publique d'achat (OPA)	a takeover bid

## Dealing with finances - LES FINANCES D'UNE ENTREPRISE

pay off a debt	rembourser une dette
pay off a loan	rembourser un prêt
to go bust	faire faillite (informel)
to go bankrupt	faire faillite
to file for bankruptcy	déposer son bilan
write off (a debt or a loan)	annuler (une dette ou un prêt)
la faillite	bankruptcy
une liquidation	a winding up
un plan de redressement	a reorganisation plan
mettre une société sous administration judiciaire	to put a firm into administration

## Idioms - LES EXPRESSIONS IDIOMATIQUES DU MONDE DE L'ENTREPRISE

« Across the board »	cela inclut tout le monde
« to adjourn a meeting »	ajourner une réunion (on peut aussi dire "to postpone" ou "to put off". To call off a meeting = annuler.)
« the break even »	le seuil de rentabilité
« to make a cold call »	faire du démarchage téléphonique
« to mean business »	être sérieux
« to blow a deal »	faire capoter une opportunité
« to buy a share in a firm »	acheter une part de l'entreprise
« to go public »	devenir une entreprise cotée en bourse
« a hard sell »	une vente agressive
« to jump off the shelves »	se dit pour un produit qui se vend très bien
« to cut a deal »	obtenir un accord
« to give someone the green light »	donner le feu vert à quelqu'un
« the heads will roll »	les têtes vont tomber
« In the long / short term »	A long / court terme



**In – Class Activity.** Using the following slides and using the sentences presented in this unit, write a description of the company below (you may not need every information):

## HISTORY

- ⇒ First Starbucks → Seattle, Washington, on March 30, 1971
- ⇒ From 1971–1976, the first Starbucks was at 2000 Western Avenue → relocated to 1912 Pike Place
- ⇒ 1984 owners purchasing PEETS & 1987 selling the chain to Schultz's Il Giornale
- ⇒ Inspiration source → entrepreneur Alfred Peet



- ⇒ 17,009 stores in 55 countries
- ⇒ Largest markets are Japan, UK and China
- ⇒ The first Starbucks location outside North America opened in Tokyo, Japan, in 1996
- ⇒ Starbucks entered the U.K. market in 1998
- ⇒ The company plans to expand to 1,500 stores in China by 2015.
- ⇒ Closing 70% of its Australian stores.



## MARKET SHARES

- ⇒ The three biggest companies make up over 40% of the global retail value
- ⇒ Starbucks globally the 8th
- ⇒ In North America shares are more equal, Starbucks 3rd with 10%



## AREAS

☐ Coffee



☐ Hot drinks, tea



☐ Customer food services (bars & cafés)



## Remember to use these expressions

### ***I work for a large multinational company ...***

Other ways of talking about company size:  
*It's a medium-sized firm.*  
*It's a small, family-owned business.*

### ***We manufacture components ...***

Note the use of the present simple for situations which are generally true  
(**NOT** *We are manufacturing ...*):  
*We produce parts for the shipbuilding industry.*  
*We make boxes for packaging firms.*

### ***... for our car production plants in Europe.***

Note the use of *for*.  
A *plant* is a place where things are produced:  
*a power plant, a steel plant.*

### ***... the company has operations in over fifty countries ...***

Other ways of talking about parts of the company in other countries:  
*We have factories all over Europe.*  
*We have production/warehousing facilities in more than twenty countries.*

### ***We specialise in medium-sized generators ...***

Note the use of *specialise in* to refer to the main products of a company.

### ***We export to Eastern Europe and the Far East.***

Note: *the UK, the US, the EU, the Middle East.*  
No *the* with most countries or continents:  
*France, Australia, South America.*

### ***The domestic market accounts for about 40 per cent of our total sales.***

Note the use of *account(s) for*.  
*Exports account for 60 per cent of our total production.*  
*Hotel generators account for about 10 per cent of our range of products.*

### ***We have over sixty employees.***

Other ways of talking about the number of employees:  
*We employ 2 000 people in our Lyons factory.*  
*There are 200 people working here.*

### ***We have about forty factory workers and technical people ...***

Note the use of *people*: *our maintenance people, our production people.*

### ***... the rest are admin and sales staff.***

*Admin* is short for *administrative*.

### ***... our workforce has grown a lot.***

*Workforce* is often used for people who work for an industrial company:  
*We need to reduce our workforce.*

### ***What's your annual turnover?***

*Annual turnover* is the money that comes in to the business each year (through sales, services, etc.).

### ***The original company was founded in 1960 ...***

*was founded* means *was started*. Note the use of the passive. Other examples of passive usage:  
*It was bought by a German company.*  
*It was taken over last year.*

### ***What does IABS stand for?***

We use *stand for* when we want to know what letters in a name represent:  
*BP stands for British Petroleum.*

### **British/American differences**

#### **British**

*Which side of the business do you work in?*

*... for our car production plants specialise*

#### **American**

*Which part of the business do you work in?*

(also used in British English)

*... for our auto(mobile) production plants specialize*