

Companies

A) Do the companies quiz. Discuss your answers with a partner.

Which company:

1. began in 1865 as a forestry and power business?

a) Ericsson **b) Nokia** c) SFR

2. produces the most successful toy in history?

a) Disney b) Fisher-Price **c) Mattel**

3. has its head office in San Francisco?

a) Levi-Strauss b) Givenchy c) Calvin Klein

4. buys more sugar than any other company in the world?

a) Nestle **b) Coca-Cola** c) Suchard

5. employs more people than any other company?

a) Wal-Mart b) Monoprix **c) General Motors**

6. has the largest factory in the world?

a) Boeing b) Peugeot c) Sony

7. was started by Ray A. Kroc in 1955

a) Burger King b) Quick **c) McDonald's**

Find the questions corresponding to the following answers

- To be – service provider

It's a company that offers support services to other companies.

- To stand for - Ltd

This stands for limited company.

- To be - public limited company

It's a company whose shares can be freely bought and sold.

- To be – private limited company

It's a company which only passes shares to another person if other shareholders agree.

- To build - own company university

They built their own company university in 1993

Find the questions corresponding to the following answers

- What is a service provider?

It's a company that offers support services to other companies.

- What does Ltd stand for?

This stands for limited company.

- What is a public limited company ?

It's a company whose shares can be freely bought and sold.

- What is a private limited company?

It's a company which only passes shares to another person if other shareholders agree.

- When did they build their own company university ?

They built their own company university in 1993

John M. Neill CBE is Group Chief Executive of UGC. Listen to the first part of the interview and complete these notes about the company's values.

- Niveau → level
- acteur, partie prenante → stakeholder
- Relation → relationship
- Remarquable → outstanding
- pour la vie → lifelong
- d'une société → corporate
- Client → customer
- Besoins → needs
- Percevoir → perceive
- Action → share
- Actionnaire → shareholder
- Prestataire de service → service provider
- Faire faillite → to go bankrupt

The company's values are:

- a clear guiding philosophy: to _____ understand _____ the real and perceived _____ needs _____ of our customers better than anyone else, and _____ serve _____ them better than anyone else;
- a corporate _____ goal _____ that requires us to deliver outstanding personal customer _____ service _____ to all of our customers;
- a very strong _____ mission _____ which demands that we, as individuals at every level in the company, work very hard to inspire all of our stakeholders to want to have a lifetime _____ relationship _____ with our company.

Les valeurs de l'entreprises sont

- *une ligne de conduite claire : comprendre les besoin réels et ressentis de nos clients mieux que quiconque et les servir mieux que quiconque.*
- *un objectif d'entreprise qui exige de nous d'offrir un service personnalis  de grande qualit    toute notre client le.*
- *une mission tr s s rieuse qui requiert que nous travaillions tous ,   tous les niveaux de notre entreprise pour que tous nos partenaires souhaitent s'engager d finitivement   nos cot s.*

- Penseur → thinker
- répondre aux besoins → meet the needs
- Atteindre → achieve
- donner une nouvelle formation à → reskill
- renouveler, reprendre → renew
- sans interruption → continuously
- quantité, somme, montant → amount
- Marché → market
- relever les défis → meet challenges

- 1 What was Peter Drucker's warning?
- He warned that you needed to renew your skills every three years or you would become obsolete
- 2 When did UGC build its own company university?
- It was built in 1993
- 3 What is the university's mission?
- The university's mission was to develop, train and inspire people to achieve world-class performance within IGC and amongst its stakeholders.
- 4 Why does UGC help employees reskill themselves?
- They want them to be able to meet the needs of the markets of tomorrow.

	<p>AUTOTECH</p> <p>A large car-parts company</p>	<p>GREEN FINGERS</p> <p>A small garden-products company</p>
creation	John Smith started Autotech in 1960.	George and James Hawkins began Green Fingers in the 1920s.
Employees	It has a workforce of 2,500.	It employs about 35 people.
Exports	It exports to over 12 countries.	It sells some of its seeds and plants abroad .
Products	It manufactures car parts.	It makes garden products.
Innovation	It introduces one or two new components each year.	It launches 12 new products a year.
Target market	It provides components for the car industry.	It supplies the gardening industry.

- Fabriquer -> make/ manufacture
- lancer → launch
- Personnel → staff
- à l'étranger → abroad
- Fournir → provide / supply
- Composant → component
- Graines → seeds
- main-d'œuvre → workforce

- What's the difference between to start and to begin?

Start and begin are synonyms, as in the following pairs of sentences:

(a) It's starting to rain. (b) It's beginning to rain.

(c) When Katherine heard the news, she started to cry. (d) When Katherine heard the news, she began to cry.

(e) The movie starts at 7:00. (f) The movie begins at 7:00.

However, only start, not begin, can imply setting out from a specific point, frequently following inaction, as in sentence (g) below:

(g) Stand here and visit with me for a few minutes until the train starts.

Begin often means to take the first step in performing or to come into being.

In these instances in which start, but NOT begin, is used:

1. start a journey:

I think we ought to start at six, while the roads are empty.

2. start working (for machines):

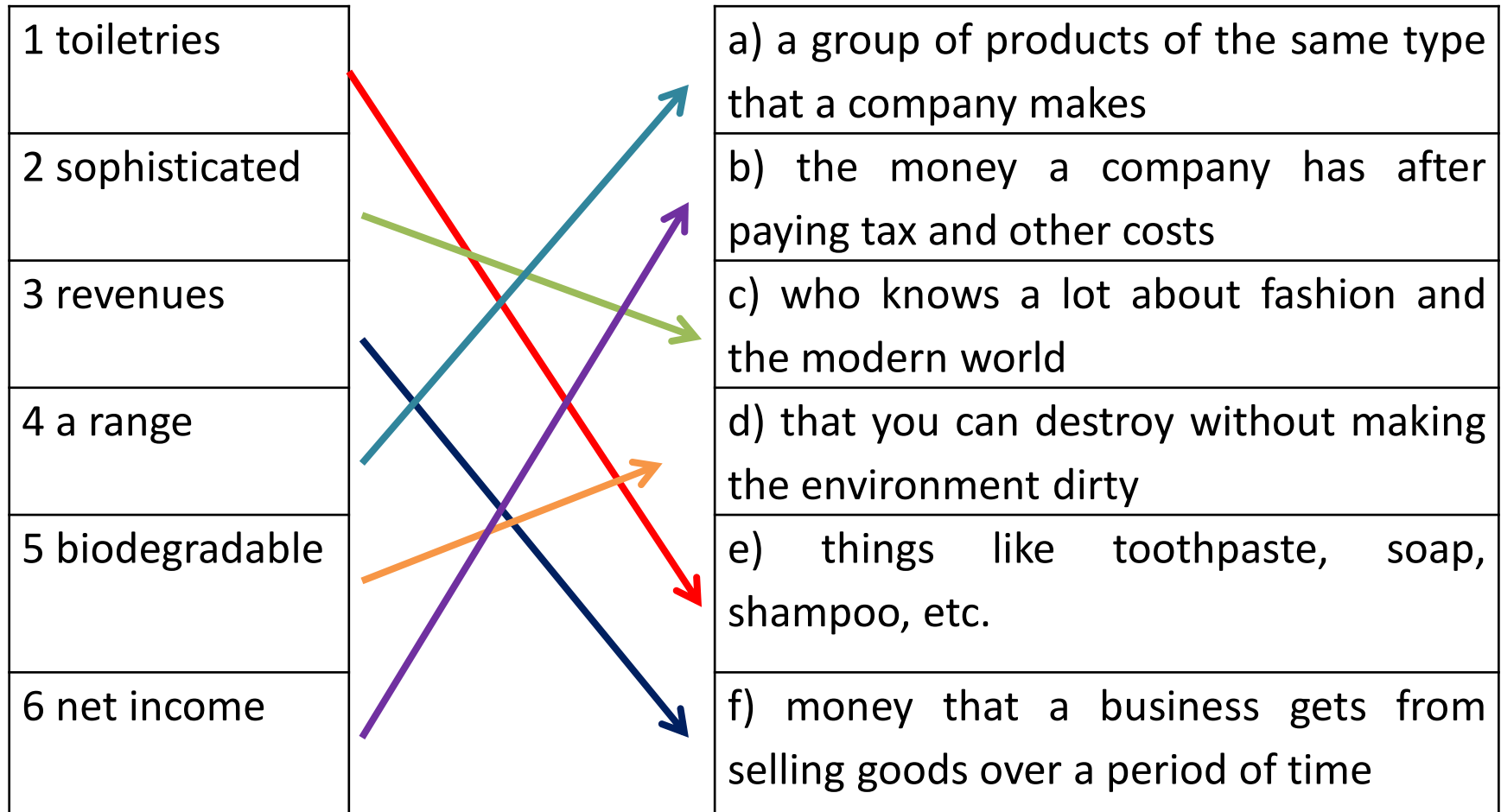
The car won't start.

3. make (machines) start:

How do you start the washing machine?"

So, while in most instances start and begin are interchangeable, in a few cases, such as those described above, only start is possible.

- GKS Services **began/ started** in 1989 when Dieter Norland left his job as an engineer in the computer industry. The company **makes/ manufactures** high-tech security alarms and **exports/ sells** its products all over the world. It **employs** 150 people at its factory near Rotterdam, although the company's head office is in Amsterdam and **has** a staff of 20. The company **introduces/ launches** a number of new products each year: GKS Services **supplies** products to the security industry and **provides** domestic alarms for the general public.



- Name: _____ Natura _____
- Location: _____ Brazil _____
- Chief Executive: _____ Alessandro
Carlucci _____
- Type of products: _____ cosmetics and toiletries (soap, shampoo, skin care lotions...) _____
- Number of products: _____ 600 _____
- Revenues: _____ R\$2,7bn
(us\$1,3bn) _____