

Companies

Part 2

Natura aims to expand internationally

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Natura picked **France** as the first country outside **Latin America** to try out its ideas.

'We wanted to choose a sophisticated market where people want things to be very good,' says Alessandro Carlucci, Natura's Chief Executive. 'We wanted a test that was tough.'

Mr Carlucci says the experiment was successful. Within five years, he says, Natura wants **to have 'at least' 10 per cent of its revenues coming from outside Brazil**, compared with 3 per cent now. Apart from Brazil and its small operation in France, Natura currently sells its cosmetics in a few other South American countries.

It sells a range of 600 soaps, shampoos, skin-care lotions and similar products. All of them are based on about 900 natural ingredients, sourced mostly from farmers in the **Amazon rainforest**.

The company promotes itself as an 'ethical' company that **works with growers who harvest their products in an environmentally sensitive way**. It also uses biodegradable packaging.

'What makes them different from other companies is **their corporate values**. They really want to make the world a better place,' says Mauro Cunha, Chief Investment Officer at Franklin Templeton Investimentos Brasil.

Results are good. In the first nine months, revenues were up 21 per cent to R\$2.7bn (US\$1.3bn). Net income rose 33 per cent to R\$344m.

1 Where does Natura sell its products?

2 What is the company's target for the next five years?

3 Where does the company get the ingredients for its products?

4 What makes Natura an 'ethical' company?

5 Why did Natura choose France to find out how successfully it could expand abroad?

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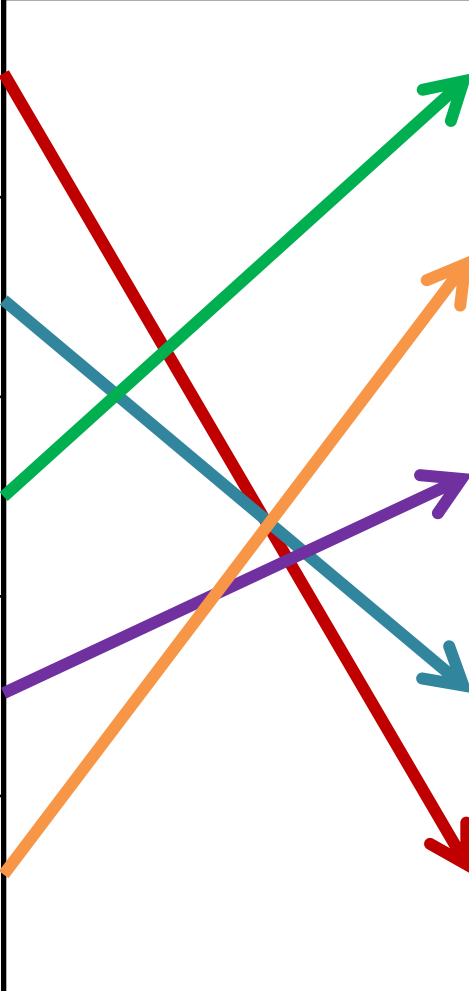
Extra questions:

When was Natura started?

How many natural ingredients are used to make its products?

How much did net income go up in the first nine months.

5) Match the words (1-5) to the nouns (a-e) to make word partnerships used in the article.

1 a fast-growing		a) Values valeurs de l'entreprise
2 chief		b) ingredients
3 corporate		c) Lotion soins de la peau
4 skin-care		d) Executive directeur (général)
5 natural		e) Company une entreprise en pleine expansion

Qu'est-ce qu'une relative

- Propositions subordonnées introduites par un **pronom dit relatif** :

*La femme **qui est assise en face de toi** est ma voisine*

*Les responsables militaires n'ont pas répondu aux questions **que les journalistes leur ont posées**.*

*L'événement **dont tu parles** a eu lieu hier*

*L'événement **auquel tu fais allusion** a eu lieu hier*

*J'ai fouillé le tiroir **où elle cache habituellement ses affaires***

Pronoms relatifs

- Relatifs simples : *qui, que, quoi, dont, où*.
- Relatifs composés : *lequel*, qui s'amalgame avec les prépositions *à* et *de* pour former *auquel* et *duquel*. Contrairement aux relatifs simples, *lequel* varie en **genre** et en **nombre** : *laquelle, lesquels, ...*
- Toutes ces formes, à l'exception de *dont*, sont **communes** aux **relatifs** et aux **interrogatifs**.

Le rôle des pronoms relatifs

- Le pronom relatif assume **deux rôles** :
 1. Il **introduit** la proposition relative et, à cet égard, il ressemble à la conjonction de subordination *que*. C'est pour cette raison que le pronom relatif est nécessairement placé en tête de la proposition qu'il introduit.
 2. A la différence de la conjonction de subordination *que*, le pronom relatif **assume une fonction à l'intérieure de la subordonnée** qu'il introduit. Les variations dans la forme du pronom sont dues à sa fonction dans la subordonnée.

- Le **sens** du pronom relatif s'établit par sa mise en relation avec un « **antécédent** », d'où l'appellation « pronom ».

→ Dans les phrases :

*Je ne connais pas l'homme **qui parle à Marie***

*Je ne connais pas l'homme **que Marie a rencontré***

- *qui* et *que* sont des pronoms relatifs.
- *qui* est le sujet , et *que* le COD de la subordonnée.
- Le SN *l'homme* est l'antécédent de ces deux pronoms

Grammar: Relative pronouns Find in the text sentences where the following clauses are linked:

Natura is a fast-growing Brazilian cosmetics and toiletries company which started as a small laboratory in a garage in Sao Paulo 42 years ago. Today, it is trying to go international.

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Natura is a fast growing company / Natura started as a small laboratory

we wanted to choose a sophisticated market / in that market people want things to be very good

the company promotes itself as an ethical company / the company works with growers

the company works with growers / the g. harvest their products in an environmentally sensitive way

they have values / those values make them different from other companies

Fill in the table using the relative pronouns you have just used

fonction	antécédent humain	antécédent non humain
Sujet	Who / that	which/that
complément d'objet	who(m)/ that	which/ that
complément du nom	whose	whose/ of which
circonstancier -lieu -temps -cause	where when why	

Lorsque le relatif introduit l'ensemble de la proposition qui suit, on utilise **what**, lorsqu'il reprend l'ensemble de la proposition qui précède on utilise **which**. Cela traduit généralement le français ce que ou ce qui.

- <http://www.ego4u.com/en/cram-up/grammar/relative-clauses#exercises>

Link those sentences using a relative pronoun:

- Natura sells its products throughout Latin America / Natura's chief executive is Alessandro Carlucci
- Mauro Cunha is a Chief Investment Officer / Peter Marsh interviewed him
- France is a sophisticated market/ this appeals to Natura
- Natura sells a range of 600 products / those products are based on natural ingredients
- the company was created in Sao Paulo / they had a small laboratory there
- the revenues were up 21 per cent / this is a very good result
- Natura was created in 1979 / in 1979 its owner only had a small garage to work in

Link those sentences using a relative pronoun:

- Natura, whose chief executive is Alessandro Carlucci , sells its products throughout Latin America
- Mauro Cunha, whom Peter Marsh interviewed, is a Chief Investment Officer
- France is a sophisticated market which appeals to Natura
- Natura sells a range of 600 products which are based on natural ingredients
- the company was created in Sao Paulo where they had a small laboratory
- the revenues were up 21 per cent which is a very good result
- Natura was created in 1979 when its owner only had a small garage to work in

Fill in the blanks

Founded (**fondé**) in _____, Natura is today the largest Brazilian cosmetics company. Its _____ and _____ are reflected (**refléter**) in this space where transparency, _____, humanism and _____ are always present. Here, everything is at the service of the _____ and his or her relation with the _____, with other employees and the community. The Natura space has one of the largest and most advanced _____ centres for research and _____ of cosmetics in Latin America. This space represents a great leap (**saut, bond**) _____ in the use of leading-edge _____ and new manufacturing and distribution _____. Natura products are sold by more than 350 thousand _____ sales _____ throughout (**à travers**) Brazil and Latin America. When _____ send their _____ via Internet or the sales service centre the system automatically _____ the _____ of the products requested (**demander**).

Fill in the blanks

Founded in __1969__, Natura is today the largest Brazilian cosmetics company. Its __beliefs (croyances, convictions)__ and __values (valeurs)__ are reflected in this space where transparency, __balance (équilibre, le juste milieu)__, humanism and __creativity__ are always present. Here, everything is at the service of the __employee (employé)__ and his or her relation with the __environment__, with other employees and the community. The Natura space has one of the largest and most advanced __integrated (intégré, interne)__ centres for research and __development__ of cosmetics in Latin America. This space represents a great leap __forward__ (en avant) in the use of leading-edge __technology__ (technologie de pointe) and new manufacturing and distribution __processes (processus)__. Natura products are sold by more than 350 thousand __independent__ sales __representatives (representants de commerce)__ throughout Brazil and Latin America. When __consultants__ send their __orders (commandes)__ via Internet or the sales service centre the system automatically __verifies__ the __availability (disponibilité)__ of the products requested.

8) Natura Logistics Video part 1: Pick up the comparatives and superlatives in the transcript

Adjectifs		Comparatif de supériorité « plus...que »	Superlatif de supériorité « le plus... »
courts : -1 syllabe	tall/big/large	taller/bigger/larger (than)	the tallest/the biggest/the largest
- 2 syllabes en-y	lucky	luckier (than)	the luckiest
longs	interesting	more interesting (than)	the most interesting
		Comparatif d'égalité « aussi...que »	
tous	rich / excellent	as rich as / as excellent as	
		Comparatif d'infériorité « moins...que »	Superlatif d'infériorité « le moins »
tous	rich/ expensive	less rich (than) / less expensive (than)	the least rich / the least expensive

Pick up the comparatives and superlatives in the transcript

- Founded in 1969, Natura is today **the largest** Brazilian cosmetics company. Its beliefs (croyances, convictions) and values (valeurs) are reflected in this space where transparency, balance (équilibre, le juste milieu), humanism and creativity are always present. Here, everything is at the service of the employee (employé) and his or her relation with the environment, with other employees and the community. The Natura space has one **of the largest and most advanced** integrated (intégré, interne) centres for research and development of cosmetics in Latin America. This space represents a great leap forward(en avant) in the use of leading-edge technology (technologie de pointe) and new manufacturing and distribution processes (processus). Natura products are sold by **more than 350 thousand** independent sales representatives (representants de commerce) throughout Brazil and Latin America. When consultants send their orders (commandes) via Internet or the sales service centre the system automatically verifies the availability (disponibilité) of the products requested.

9) Natura Logistics Video part 2: Put the different steps in chronological order (from 1 to 6)

- Suppliers checking material to be sent
- Suppliers sending pallets
- Arrival of raw materials and packaging materials
- Selecting samples
- Submitting samples to quality control
- Sending to the central storage area

10) Natura Logistics Video part 2: Match the figures to the corresponding elements and place the correct pairs either in the warehouse or the monorail columns

- | | |
|--------------------------|--------------|
| • Warehouse | • Monorail |
| • 24,000 pallets | • 650 metres |
| • 7 aisles | • 18 carts |
| • 91 positions in length | • 4 minutes |
| • 19 positions in height | |

11) Natura Logistics Video part 3: Choose the right answer

1. Natura has _____ factories

- a) 10 b) 5 c) **4**

Natura doesn't make:

- a) **washing powder** b) perfumes c) shampoos

2. Its production is based on:

- a) offer b) **demand** c) fixed quantities

3. The board shows what _____ produced:

- a) has been b) is being c) **must be**

4. Operations can be tracked in real time thanks to:

- a) **a barcode** b) reactor tanks c) their weight

5. Employees are trained to:

- a) **protect themselves and the products** b) obey the employers c) work very fast

6. Eventually pallets aren't sent to:

- a) the warehouse b) picking area c) **suppliers**