

Companies : An international overview

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 | 4. buys more sugar than any other company in the world?
a) Nestle b) Coca-Cola c) Suchard |
| 2. produces the most successful toy in history?
a) Disney b) Fisher-Price c) Mattel | 5. employs more people than any other company?
a) Wal-Mart b) Monoprix c) General Motors |
| 3. has its head office in San Francisco?
a) Levi-Strauss b) Givenchy c) Calvin Klein | 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 |

B) What famous companies come from France? What do they do or make?

C) The Unipart Group of Companies (UGC) is a service provider for clients like Vodafone, Jaguar, Airbus and HP. It is one of the largest private companies in the UK.

1) 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.

The company's values are:

- a clear guiding philosophy: to _____ the real and perceived _____ of our customers better than anyone else, and _____ them better than anyone else;
- a corporate _____ that requires us to deliver outstanding personal customer _____ to all of our customers;
- a very strong _____ 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 _____ with our company.

2) Now listen to the second part of the interview and answer these questions.

- 1 What was Peter Drucker's warning? _____
- 2 When did UGC build its own company university? _____
- 3 What is the university's mission? _____
- 4 Why does UGC help employees reskill themselves? _____

D) Describing companies

1) These sentences describe two companies, Autotech and Green Fingers. Choose pairs of sentences which describe similar things and match them with the correct company.

AUTOTECH A large car-parts company	GREEN FINGERS A small garden-products company

1 John Smith started Autotech in 1960.

2 It has a workforce of 2,500.

3 It exports to over 12 countries.

4 It manufactures car parts.

5 It introduces one or two new components each year.

6 It employs about 35 people.

7 It sells some of its seeds and plants abroad.

8 It makes garden products.

9 George and James Hawkins began Green Fingers in the 1920s.

10 It supplies the gardening industry.

11 It launches 12 new products a year.

12 It provides components for the car industry.

2) Now underline the verbs which mean the same thing in each pair of sentences in the table in Exercise 1).

3) Use verbs from Exercise 1) which you underlined to complete this company profile.

GKS Services .._____ in 1989 when Dieter Norland left his job as an engineer in the computer industry. The company _____ high-tech security alarms and _____ its products all over the world. It _____ 150 people at its factory near Rotterdam, although the company's head office is in Amsterdam and _____ a staff of 20. The company _____ a number of new products each year: GKS Services _____ products to the security industry and _____ domestic alarms for the general public.



E) Natura

1) In small groups, discuss these questions.

1 What kind of products are often advertised as 'natural'? _____

2 What is important for people when they buy cosmetics and things like soap, shampoo or toothpaste? _____

3 Nowadays, many companies want to be 'ethical', i.e. to behave in a morally right way. What do you think that means in practice? _____

2) Before you read the article, match the words (1-6) to their meanings (a-f).

1 toiletries
2 sophisticated
3 revenues
4 a range
5 biodegradable
6 net income

a) a group of products of the same type that a company makes
b) the money a company has after paying tax and other costs
c) who knows a lot about fashion and the modern world
d) that you can destroy without making the environment dirty
e) things like toothpaste, soap, shampoo, etc.
f) money that a business gets from selling goods over a period of time

3) Look through the article below and complete this fact file.

Name: _____

Type of products: _____

Location: _____

Number of products: _____

Chief Executive: _____

Revenues: _____

Natura aims to expand internationally

By Peter Marsh

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.

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.



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4) Answer these questions.

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?

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

1 a fast-growing
2 chief
3 corporate
4 skin-care
5 natural

a) values
b) ingredients
c) lotion
d) executive
e) company

6) Make a note of two facts about Natura that you find particularly interesting. Then compare and discuss your ideas in pairs.

7) Grammar: Relative pronouns

Find in the text sentences where the following clauses are linked:

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 growers 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	/	/
complément d'objet	who(m)/ that	which/ that
complément du nom	whose	whose/ of which
circonstanciel -lieu -temps -cause	when why	

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

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

8) Natura Logistics Video part 1: Fill in the blanks

Founded in _____, Natura is today the largest Brazilian cosmetics company. Its _____ and _____ are reflected 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 _____ in the use of leading-edge _____ and new manufacturing and distribution _____. Natura products are sold by more than 350 thousand _____ sales _____ throughout Brazil and Latin America. When _____ send their _____ via Internet or the sales service centre the system automatically _____ the _____ of the products requested.

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

- 1) _____ 2) _____
3) _____ 4) _____

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

<input type="checkbox"/>	Submitting samples to quality control	<input type="checkbox"/>	Selecting samples
<input type="checkbox"/>	Sending to the central storage area	<input type="checkbox"/>	Suppliers sending pallets
<input type="checkbox"/>	Suppliers checking material to be sent	<input type="checkbox"/>	Arrival of raw materials and packaging materials

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	carts	_____
_____	18	aisles	_____
_____	91	minutes	_____
_____	650	positions in height	_____
_____	4	pallets	_____
_____	19	metres	_____
_____	7	positions in length	_____

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

- Natura has _____ factories
a) 10 b) 5 c) 4
- Natura doesn't make:
a) washing powder b) perfumes c) shampoos
- Its production is based on:
a) offer b) demand c) fixed quantities
- The board shows what _____ produced:
a) has been b) is being c) must be
- Operations can be tracked in real time thanks to:
a) a barcode b) reactor tanks c) their weight
- Employees are trained to:
a) protect themselves and the products b) obey the employers c) work very fast
- Eventually pallets aren't sent to:
a) the warehouse b) picking area c) suppliers

12) Natura Logistics Video part 4: Comprehension questions

What time does the factory close every day? _____

And every week? _____

How is the factory water used after being treated? _____

What other environmentally-friendly measure has Natura taken? _____

What happens when the weight of the product seems strange? _____

13) Natura Logistics Video part 4: Which words did you hear?

billing/filling

trucks/ ducks

belts/ bells

sealing/ sailing

matches/ batches

shuttles/ channels

trays / greys

shipment/ chipmunk

Match the chosen words with their definitions

passages: _____ covering a surface to protect it: _____

a large amount of goods sent together to a place : _____

large road vehicles: _____ a group of things similar in type: _____

the process of asking people to pay the money owed: _____

part of a machine that moves round continuously: _____

F) Grammar:

1) Complete the rules with present simple or present continuous.

- We use the _____ to describe permanent situations, ones which won't change.
I work in Paris.
- We use the _____ to describe temporary situations and situations that are happening now.
I'm working in Paris.

2) Complete the article below about the food group Pret A Manger. Use the present continuous form of the words from the box.

increase export plan expand translate



The number of Pret A Manger (PAM) shops _____ not only in London, but also in other parts of the UK. At present, PAM _____ its overseas business, particularly in China. Currently it _____ its advertising material into Chinese. PAM _____ its winning formula to Hong Kong and Japan. PAM _____ to open new shops in New York.

3) Underline the present simple or the present continuous form of the verb to complete these sentences.

1. *I stay / I am staying* at the Ritz every time I'm in New York. | *I stay / I am staying* at the Ritz at the moment.
2. She *works / is working* at home today. | She *works / is working* at home every day.
3. She often *calls / is calling* Russia. | At the moment, she *calls / is calling* a customer in Moscow.
4. I *usually deal / am dealing* with the paperwork. | I *deal / am dealing* with all the paperwork while Susan is away.
5. It normally *takes / is taking* about two months. | But this delivery *takes / is taking* longer than usual.
6. We normally *use / are using* a London firm. | This time, we *use / are using* a different company.

4) Complete this article with the present simple or the present continuous form of the verbs in brackets.



The Inditex group

The Inditex group _____ (own) six fashion chains including Zara. It _____ (have) around 1,500 stores worldwide. It _____ (operate) in 44 countries. Inditex _____ (employ) 27,000 people and _____ (have) more than 200 fashion designers. urrently, the fashion designers _____ (work) on next year's designs. The Inditex group _____ (do) very well at the moment, and it _____ (try) to become a global fashion leader. Amancio Ortega, the founder of Inditex, also _____ (invest) in property and hotels.