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A company profile

Student A

CYRUS COMPUTER SYSTEMS

Turnover	\$180 million	Products	Range of approx. 10 PCs at any one time Software solutions: mainly financial programme
Employees	560	Divisions	Hardware, Software and systems, Repair and maintenance
Offices	Headquarters and research centre in Birmingham, UK Software consultants in London, Birmingham and Manchester		
Factories	One manufacturing plant in Scotland Repair workshop and warehouse in Birmingham		
Sales Offices	Dealers in all major UK cities		
Subsidiaries	None		
Agents	France, Spain, Portugal and Italy; service agreements with local companies		

COMPANY PROFILE

<i>Which company and where?</i>
<i>Main activities?</i>
<i>What products or services?</i>
<i>Factories?</i>
<i>Which countries/markets?</i>
<i>Size of company?</i>
<i>Other companies in group?</i>

Student B

NIHON MEDICINE COMPANY

Turnover	1.2 billion	Employees	218
Activity	Sales of pharmaceutical products, market research and testing of products		
Divisions	General medicine – leading brand: Sanadol (aspirin) Prescription drugs – leading brand: Biozedon (tranquilliser)		
Office	Headquarters in Nagoya Parent company in Düsseldorf, Germany with factories in Essen and Düsseldorf Other subsidiary in US (sales only, not manufacturing)		
Markets	Japan and Far East		
Sales Offices	Nagoya, Tokyo and Singapore		

COMPANY PROFILE

<i>Which company and where?</i>
<i>Main activities?</i>
<i>What products or services?</i>
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<i>Which countries/markets?</i>
<i>Size of company?</i>
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Company profile

Worksheet

10

ACTIVITY

Pairwork: speaking

AIM

To talk about the various parts of a large company; its divisions, subsidiaries, etc.

GRAMMAR AND FUNCTIONS

Have got, there is/are

Basic question forms

VOCABULARY

Parts of a company: *a division, a sales office, a factory, an agent, a subsidiary, a dealer, headquarters, a parent company*

PREPARATION

Make one copy of the worksheet for each pair of students in the class. Cut out Student A and Student B sections as indicated.

TIME

30 minutes

PROCEDURE

- 1 Discuss the various operations/divisions of a large multinational like Coca-Cola to elicit some of the vocabulary.
- 2 Tell the students they are going to look at the operations of two other companies.
- 3 Ask the students to work in pairs and divide them into Student A and Student B. Give each student the appropriate part of the worksheet.
- 4 Focus the students' attention on the table at the bottom of their worksheet and elicit the type of question they will need to ask to find the necessary information.
For example:
What is the company? Where is it based?
- 5 Ask the students to study the information about the company at the top of their worksheet.
- 6 When they are ready, ask the students to question each other about the two companies and fill in the table as they do so.
- 7 When all the pairs have completed their charts, discuss the differences and similarities between the two companies with the whole class.

For example:

Cyrus is a manufacturing company, but Nihon Medicine is a sales company. Cyrus hasn't got any subsidiaries; Nihon Medicine has a subsidiary.

FOLLOW-UP

Ask the students to prepare a description of a company they know well and get the other students to ask questions about it as before, but without using their grids.

ANSWERS

Student A

Company Profile

Which company and where?	Nihon Medicine Company – Headquarters Nagoya. Parent company, Düsseldorf, Germany
Main activities?	Sale of pharmaceutical products, market research and testing
What products or services?	Selling general medicines and prescription drugs
Factories?	Essen and Dusseldorf
Which countries/markets?	Japan and Far East
Size of company?	218 employees
Other companies in group?	Subsidiary in US (sales only, not manufacturing)

Student B

Company Profile

Which company and where?	Cyrus Computer Systems, Birmingham, UK
Main activities?	Manufacturing of PCs, hardware and software programmes
What products or services?	Range of 10 PCs at any one time – Software solutions, mainly financial programmes
Factories?	Scotland
Which countries/markets?	Agents in France, Spain, Portugal and Italy
Size of company?	560 employees
Other companies in group?	None