

Lesson 3: Company profile

Group size: any, also one-to-one
Level: pre-intermediate upwards
Lesson focus: company profiles and company slogans
Language focus: giving an overview of a company and its dealings using descriptive and factual language
Necessary material: a set of Business Top Trumps cards; a copy of the worksheet for each student
Additional material: access to the internet; company brochures
Useful language: <i>SME</i> (small and medium-sized enterprise), <i>family business</i> , <i>multinational</i> , <i>public</i> , <i>private</i> , <i>NGO</i> (non-governmental organization), <i>manufacturer</i> , <i>supplier</i> , <i>service provider</i> , <i>charitable organization</i> , <i>headquarters</i> , <i>subsidiary</i> , <i>premises</i> , <i>factory</i> , <i>offices</i>

This lesson plan looks at company profiles, slogans and logos.

There are four main tasks plus an extension to Task 3.

Task 4 requires access to the internet and can be done in class or given as a home-study task. There are easy and advanced versions of this task.

- In Task 1, students read the cards and decide what kind of company the Business Top Trumps company is.
- Using the information they find on the cards, students answer the questions on the chart in Task 2 and make a note of which cards the information can be found on. Not all of the questions can be answered with information found only on the cards. When this happens, students should decide for themselves what the answer might be. In these cases there are no wrong answers.

Key: (see next page)

- In Task 3, students match real companies with their slogans. Some they will know, others they might need to deduce. If they have internet access, they could check their answers by visiting the companies' websites.

Having read real companies' slogans, the second part of Task 3 builds on the Company details task (Task 2) and asks students to think of a slogan for the Business Top Trumps company.

The extension to this task allows the students to become creative and design a logo for the company. Before they start designing, ask more advanced students to describe the six real companies' logos without looking at them.

Key:

<i>Tesco plc</i>	<i>Every little helps</i>
<i>McDonald's</i>	<i>I'm lovin' it</i>
<i>BMW</i>	<i>The ultimate driving machine</i>
<i>Adidas</i>	<i>Impossible is nothing</i>
<i>Siemens</i>	<i>Global network of innovation</i>
<i>Apple</i>	<i>Think different</i>

- If you have internet access, ask the students to find some real company profiles. Tell them that they do not need to restrict themselves to the companies mentioned so far.

Alternatively, if you do not have internet access in class, bring in some company profiles for the students to read. Here are some links to company profiles in similar business sectors:

- <http://www.mag-ias.com/en/about-mag.html>
- http://www.fujifilmusa.com/about/corporate_profile/fujifilm_companies/manufacturing/about/index.html
- http://www.adidas-group.com/en/SER2007/a/a_3.asp
- http://www.multitech.com/en_US/COMPANY/company_profile

Again, the output part of this task builds on the previous tasks. Either working in groups in class, or individually at home, based on their answers to the previous tasks, students should write a company profile for the Business Top Trumps company. Depending on the students' level, the profiles can either be made up of bullet points or a complete text. In either case, adding the logo, slogan and a company name will make the profile more professional.

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Company details: Key

Question	Answer	Found on which card(s)	Not on the cards
Does it produce or manufacture a product?	yes	Nicole, Assembly Worker Jason, Apprentice Yuri, Machine Operator Michael, Production Manager Andi, Technical Designer Murat, Plant Foreman Bernard, Painter	
Does it buy from outside suppliers?	yes	Dina, Purchasing Assistant	
Does it have storage facilities?	yes	Ralf, Warehouse Manager Lee, Fork-lift Truck Driver	
Does it have logistic facilities?	yes	Albert, Truck Driver	
Does it work with companies in other countries?	yes	Vince, Sales Representative	
What business sector is it in?			✓
When was it founded?		Reg, Company Founder	Students will need to estimate the date
Where is it based?			✓
How many employees does it have?			✓
Have any departments or positions been outsourced?		Jonathan, Lawyer Joy, Cleaner Albert, Truck Driver	
Does it offer after-sales service?		Jasmine, Customer Services Supervisor	
Has it been doing well recently or does it have financial difficulties?		Bob, Managing Director	
Are its employees allowed to join a union?		Murat, Plant Foreman	
Is it an equal opportunities employer?		Not really on the cards, but there are two women in management positions and a woman on the factory floor, so it probably is.	✓
Does it provide training?		Jason, Apprentice Danielle, Trainee Sales and Marketing Assistant	
Does it provide any benefits for its employees?		Jasmine, Customer Services Supervisor	

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1 What kind of company is this? An overview

Spread out the cards. Using the information about the positions the people hold and the departments they work in, decide what kind of company this is or might be. Start by reading the texts on the cards for Reg, Su Lin, Nicole and Yuri.

Useful language: *SME* (small and medium-sized enterprise), *family business*, *multinational*, *public*, *private*, *NGO* (non-governmental organization), *manufacturer*, *supplier*, *service provider*, *charitable organization*, *headquarters*, *subsidiary*, *premises*, *factory*, *offices*

2 Company details

Answer the questions on this chart. Sometimes the information can be found on the cards, sometimes you will need to decide what the answer is for yourself.

Question	Answer	Found on which card(s)	Not on the cards
Does it produce or manufacture a product?			
Does it buy from outside suppliers?			
Does it have storage facilities?			
Does it have logistic facilities?			
Does it work with companies in other countries?			
What business sector is it in?			
When was it founded?			
Where is it based?			
How many employees does it have?			
Have any departments or positions been outsourced?			
Does it offer after-sales service?			
Has it been doing well recently or does it have financial difficulties?			
Are its employees allowed to join a union?			
Is it an equal opportunities employer?			
Does it provide training?			
Does it provide any benefits for its employees?			

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3 A company slogan

a. Match these real companies with their slogans.

Tesco plc	The ultimate driving machine
McDonald's	Impossible is nothing
BMW	Global network of innovation
Adidas	Think different
Siemens	I'm lovin' it
Apple	Every little helps

b. Decide on a name and company slogan for the *Business Top Trumps* company. Write these in the box.

Extension: Devise a logo for the company to go with the name and the slogan.

4 A company profile

Search the internet or look at company brochures to read examples of real company profiles.

Then, using the information in Tasks 2 and 3, write a company profile for the *Business Top Trumps* company website.

Easy version: Write the information using bullet points.

Advanced version: Write a text of approximately 200 words.