

## Lesson 3: Company profile

### 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.