



# The Company

## 1 Types of Business

### A. WHAT KIND OF BUSINESS?

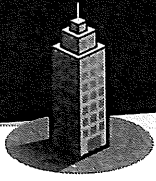
↳ Match the question to the answer.

#### Answers:

1. The corporate sector •
2. Manufacturer •
3. Import / export company •
4. The heavy manufacturing sector such as automobiles, chemicals, steel, paper, etc. •
5. Cottage industry •
6. Small and middle-sized companies •
7. Public Limited Company •
8. Least Developed Countries •
9. Mail-order company •
10. Craftsman •
11. Primary (extraction or harvesting raw materials), secondary (manufactures finished goods), tertiary (or service sector), quaternary (intellectual activities) and quinary (high-level decision making) •
12. Make sure it's Limited Liability. •

#### Questions:

- a) What does SMC stand for?
- b) What are the five different sectors of the economy?
- c) What is a company which sells or purchases goods abroad?
- d) What's the name of a company where you order goods through the post?
- e) What do you call someone who makes goods by industrial means?
- f) What is a small-scale industry, often run from home on a family basis?
- g) The name for a workman skilled in a trade (stonemason, miller, potter...)
- h) What does LDC stand for?
- i) How about PLC?
- j) What on earth is a "smokestack industry"?
- k) If the personal sector relates to households, what is the name for the sector related to firms?
- l) How can I be sure not to lose more money than the capital I invest in a firm?



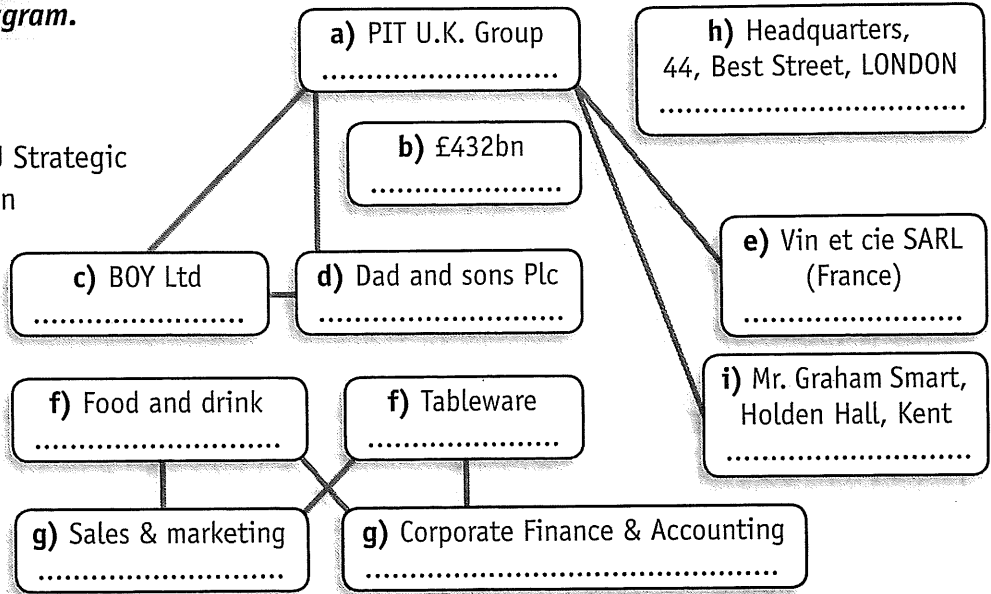
# The Company

## 2 Company Structure

### A MULTINATIONAL COMPANY

Put the following words into the right place in the diagram.

- Overseas branch
- B.U. Business Unit (SBU Strategic Business Unit) / Division
- Shareholder
- Department
- Parent Company
- Partnership
- Head office
- Subsidiary
- Sister Company
- Turnover



## 3 Company History

### A. BUSINESS IS BOOMING

Put the words into the right place in the story. Don't forget to put the verb into the right tense. Look carefully at the number of words you need.

- |                      |                   |                         |  |
|----------------------|-------------------|-------------------------|--|
| • Establish / set up | • Market share    | • Company policy        | • Incorporate                            |
| • Takeover           | • Premises        | • Growth                | • Joint management                       |
| • Partnership        | • Ranks / ranking | • Competitors           | • Memorandum and articles of association |
| • Location           | • Merger          | • Forward planning      |  |
| • Buyout             | • Turnover        | • Company image         |  |
| • Share capital      | • Based in ...    | • Go public             |  |
| • Founder            | • Core business   | • In-company / in-house |  |

Welcome to Workers & Wellness GmbH. The (1) F\_\_\_\_\_, Mrs Sarah Smiley, (2) S\_\_\_\_\_ U\_\_\_\_\_ the company, which is (3) B\_\_\_\_\_ I\_\_\_\_\_ Phoenix, Arizona, in 1909. The company's (4) C\_\_\_\_\_ B\_\_\_\_\_ (or principal activity) is an advisory service to improve the conditions of

operatives in the workplace. Clever (5) F\_\_\_\_\_ P\_\_\_\_\_ and precise forecasting all along has enabled this family company to become a serious competitor on the global market.

Firstly, to (6) I\_\_\_\_\_ the company, the (7) M\_\_\_\_\_ A\_\_\_\_\_ A\_\_\_\_\_ were drawn up. The (8) L\_\_\_\_\_ was chosen in a Greenfield site just outside Phoenix, and groundbreaking worker-friendly (9) P\_\_\_\_\_ were built, including sports facilities, rest rooms and a gourmet restaurant. An (10) I\_\_\_\_-H\_\_\_\_\_ promotion policy has encouraged staff loyalty, a key factor in the success of the (11) M\_\_\_\_\_ with the Happiness Hotel chain in 1954.

(12) The considerable G\_\_\_\_\_ of Workers & Wellness has been exemplary. Having started with a (13) S\_\_\_\_\_ C\_\_\_\_\_ of \$5,000, the (14) T\_\_\_\_\_ in 2008 was over \$258,000, an amazing sum. Despite hot competition in their market sector, Workers and Wellness's (15) C\_\_\_\_\_ have never been able to match their efficiency and responsiveness. The company now (16) R\_\_\_\_\_ 1<sup>st</sup> in the corporate rankings in their field, and have a 63% (17) M\_\_\_\_\_ S\_\_\_\_\_, a very high percentage of the market segment.

The first important development was the (18) P\_\_\_\_\_ created with Health & Wealth in 1923. The (19) J\_\_\_\_\_ M\_\_\_\_\_ of the two companies, working well alongside each other, led to further investments and growth. The (20) T\_\_\_\_\_ (friendly of course!) of Feel Good in 1966, in which Workers & Wellness bought 98% of the stock, was closely followed by the purchase of a controlling interest, or (21) B\_\_\_\_\_, of Relax Max Inc. in 1975. The company decided to (22) G\_\_\_\_\_ P\_\_\_\_\_ (or offer their stock to the public rather than keeping to private shareholders) to raise more capital in 1983 and is now listed on the stock exchange index.

(23) C\_\_\_\_\_ P\_\_\_\_\_ has always been the same – set an example. If the staff at Workers & Wellness were contented, then they should be able to spread the word. (24) C\_\_\_\_\_ I\_\_\_\_\_ is also very important. Everyone who works for the company is expected to dress in corporate colours (blue and white), which can vary from jeans to a smart suit. Just take one look at all their smiley faces, it's no wonder this corporation has gone from strength to strength over a century.

## B. 6 HORRIBLE HOMONYMS

➤ Choose the right answer.

### 1. Affect / effect

a) The new competitor might ..... our sales. b) His speech had a great ..... on the sales team.

### 2. Build / Billed

a) Have you ..... the customer yet? b) Did you ..... that house alone?

### 3. Cell / sell

a) I ..... phones. b) His ..... phone.

### 4. Cent / scent / sent

a) I wouldn't give a ..... for that. b) Has he ..... the parcel off? c) That's the most lovely .....

### 5. Complement / compliment

a) The accessories are a ..... to the equipment. b) The boss said I was efficient. What a .....

### 6. Council / counsel

a) The local ..... had the old factory demolished. b) Take ..... before you decide to sue.