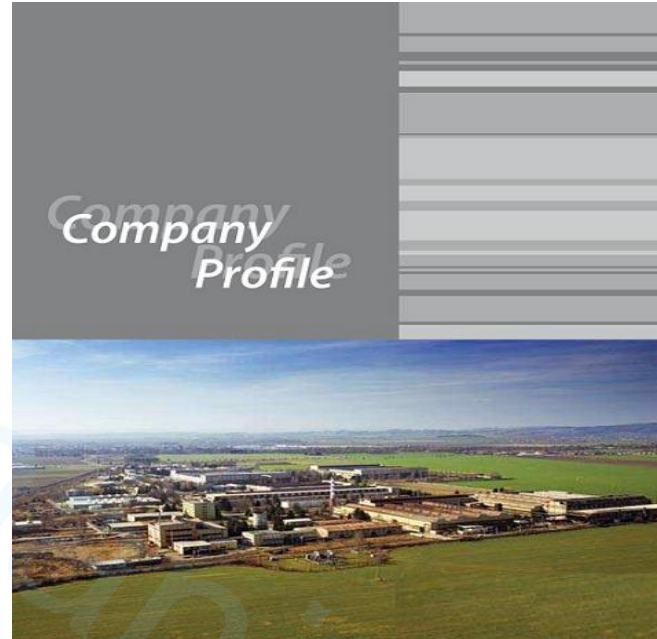


Course: Business English

Level 2

Day №4



What information should be included in a company profile?

Is it necessary to have one?

Reading

Read the short company profile. What kind of information does this contain? Choose from the list.

Business activity location philosophy history staff size

Allen and Overy is an international law firm with its headquarters in London and 23 branches in major centers around the world. Established in 1930. We offer clients expert legal advice in international capital markets, banking, property, and corporate law. WE offer our clients a personalized service to the highest international standards.

Reading

Read the short company profile. What kind of information does this contain? Choose from the list.

Business activity location philosophy history staff size

Relocations Asia-Pacific specializes in sourcing high quality rental accommodation in Bangkok. With 25 years' experience, our expert team is able to offer you a no-cost service in selecting houses or apartments in the location you want at the price you need. We believe in a highly personalized service and count many of our clients as friends.

Reading

Read the short company profile. What kind of information does this contain? Choose from the list.

Business activity location philosophy history staff size

FORD MOTOR COMPANY

Ford Motor Company is one of the world's largest vehicle manufacturers. The company is based in Detroit, Michigan, but has factories and distributors all over the world. Ford Motor Company began in the early twentieth century with one man developing products to meet the needs of people facing industrialization. Now, the company expands Henry Ford's ideas by developing products to meet the changing needs of people in the global community.

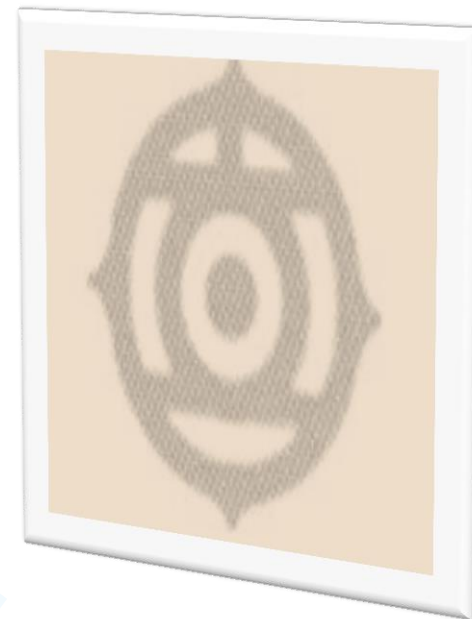
Company profile categories

Name of company:	
1. Business activity:	
2. Location:	
3. Philosophy:	
4. History:	
5. Staff:	
6. Size:	

Communication activity

Now using the sample company profile on page 13. Prepare a company profile for Hitachi. Make sure to answer the following questions:

- when established?
- location?
- business?
- size?
- philosophy?



Pertinent information:

1. Headquarter: Tokyo, Japan
2. Has more than 300,000 employees worldwide
3. Established in 1910
4. Hitachi means “sunrise”, reflecting the founding belief of contributing to people and society through technology.
5. Founder: Namihei Odaira



Talking about your own

Answer the following questions:

1. When was your company established?
2. Where is your company located?
3. What does the company do?
4. How big is your company?
5. What's your company's philosophy?
6. How many staff members does your company employ?

Language focus

Make questions from these sentences.

Use the question types in the box to help you. The first item is done for you.

1. Allen and Overy was founded in 1930.

When was Allen and Overy founded?

2. Ford Motor Company is one of the world's largest vehicle manufacturers.

3. The headquarters of Allen and Overy is located in London.

4. Relocations Asia-Pacific believes in a personalized service.

5. Ford Motor Company was established in the early twentieth century.

6. Allen and Overy has 23 branches in major centers around the world.

What..?

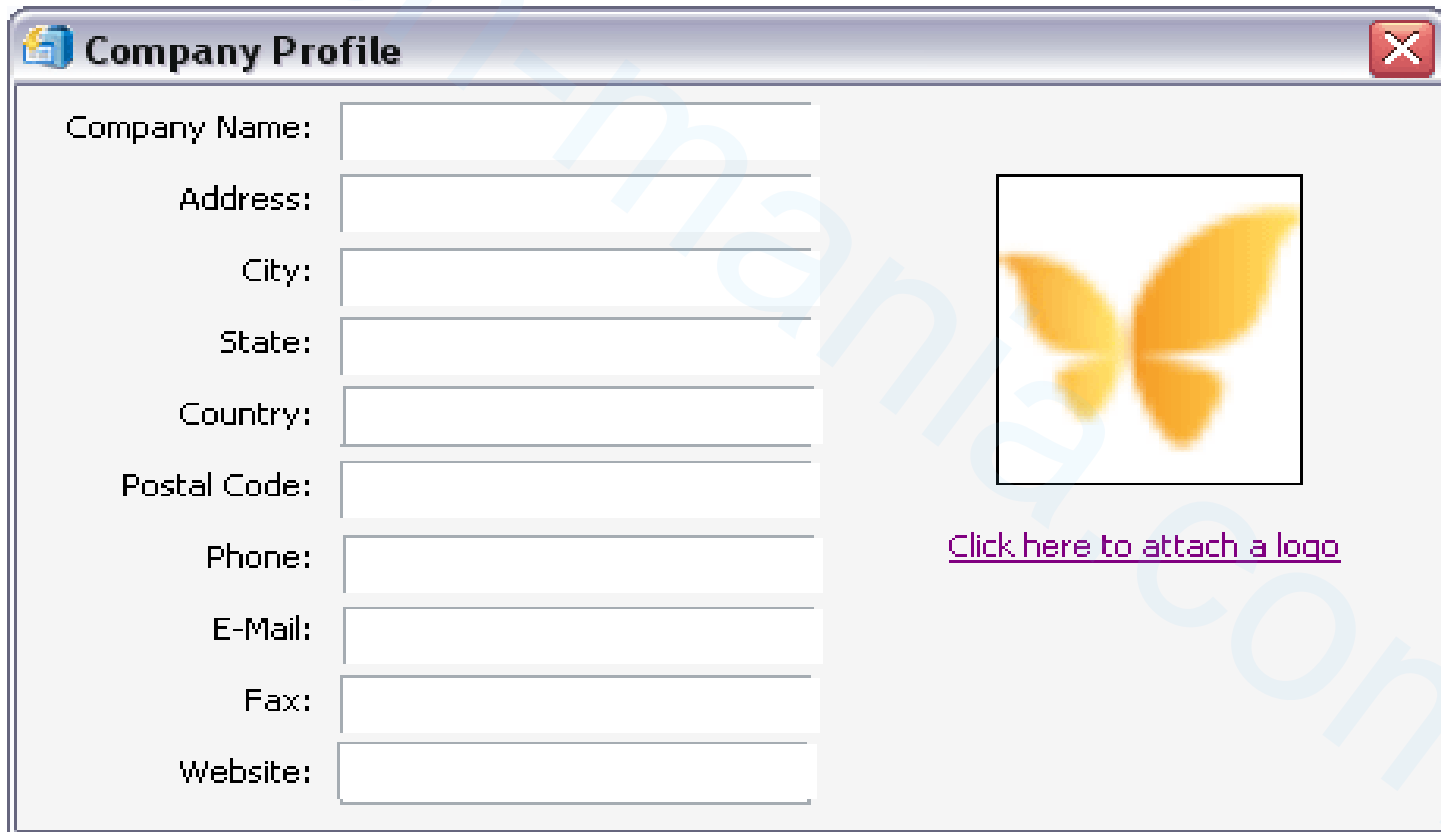
When..?

How many...?


Where..?

Exploring

Produce a profile for your own company, or a company you are interested in. Some of the categories are included in the sample below. Refer to the first slide for more categories.

A screenshot of a web form titled "Company Profile". The form is enclosed in a window-like border with a close button (X) in the top right corner. On the left side, there are ten input fields stacked vertically, each preceded by a label: "Company Name:", "Address:", "City:", "State:", "Country:", "Postal Code:", "Phone:", "E-Mail:", "Fax:", and "Website:". On the right side, there is a square placeholder for a logo, containing a faint yellow butterfly icon. Below the logo placeholder, there is a purple text link that says "Click here to attach a logo".

Company Name:	<input type="text"/>
Address:	<input type="text"/>
City:	<input type="text"/>
State:	<input type="text"/>
Country:	<input type="text"/>
Postal Code:	<input type="text"/>
Phone:	<input type="text"/>
E-Mail:	<input type="text"/>
Fax:	<input type="text"/>
Website:	<input type="text"/>



[Click here to attach a logo](#)

***Thank you for
today!***

***I'm looking forward to
seeing you again!***