

A company’s history

Mark Procter is talking about   
his family business to a group   
of investors:

“Our company was founded in 1960 by my grandfather to manufacture office furniture.   
He also created a network to distribute his products and broadened the product range.   
My father came on board in 1985 and set up factories in ten countries. I took charge in 2005, planned the restructuring of the company and … „

“Going forward, we are planning to scale up our business by going public within the next 12 months. In particular, we are going to expand our operations in China – despite the Corona virus – and plan to launch in Brazil and India. Our other priorities are to appoint a new head of finance and to unveil a new product range. And if everything goes as planned, we will be able to corner the market …“

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|  | jdn. zum Finanzchef ernennen, bestellen |
|  | sich dem Management anschließen |
|  | eine neue Produktreihe vorstellen |
|  | die Produktpalette erweitern |
|  | ein Unternehmen umbauen |
|  | ein Produkt vertreiben |
|  | die Geschäftstätigkeit ausbauen |
|  | ein Unternehmen vergrößern |
|  | an die Börse gehen |
|  | ein Produkt einführen, auf den Markt bringen |
|  | die Verantwortung übernehmen |
|  | den Markt beherrschen |