

## LS 1\_2: Describing the profile of your company

**.Situation:** You are an apprentice IT administrator with a German company that also has lots of trainees from abroad. You are asked by your supervisor to write a short profile of your company in English for the apprentice file

**Task 1: a)** Before you write the profile, you read another company's English profile online. Match the headlines 1 – 6 to the paragraphs A – E. There is one headline more than you need.

1 Company structure

4 Adler's customers

2 Interesting information for trainees

5 Introduction to Duisburg

3 About Adler

6 Adler worldwide

### Adler Network Components – a global player

#### A

Adler Network Components is a German producer of device connection technology. Its head office is in Duisburg in North Rhine-Westphalia. The company was founded in July 1948 by Hans-Joachim Adler and his wife, Luise. Today, Adler Network Components is still a family business. It is run by Wolfgang and Suzanne Adler and their two children, René Adler and Mareike Adler-Schmidt.

#### B

The structure of the company looks like this:

*Wolfgang Adler:* Chairman of the Board, General Partner

*Mareike Adler-Schmidt:* General Partner, Senior Vice President Finance and Purchasing

*René Adler:* General Partner, Senior Vice President New Technologies

*Suzanne Adler:* Partner, Senior Vice President Sales and Marketing

#### C

Although it is a family business, Adler is also a global player. There are 11 factories, located in Germany, the Netherlands, France, Great Britain, Romania, the USA and China. Forty-seven sales companies look after Adler's customers worldwide. The company employs around 4,000 people, including over 500 engineers and IT specialists.

#### D

Adler Network Components develops, manufactures and sells electrical and electronic cables and connectors. Our products are used in mechanical engineering, factory automation, data processing and networks, industrial electronics and telecommunication.

#### E

Vocational training and apprenticeships for young people play a central role in the company.

**b)** Say if the following statements are true or false according to the text. Correct the false statements.

1 Adler Network Components is a multinational company.

**False:** Adler Network Components is a family business and is well known abroad, but it is not a multinational.

2 Adler's head office is in Germany.

3 The company was founded over 70 years ago.

4 No one from the original family works for the company any longer.

5 All production is done in Germany.

6 Adler has an international sales team.

7 The company sells to customers in many different sectors.

8 There are no training possibilities at Adler.

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**Task 2:** Some young people are introducing themselves and the companies they work for.

**Listen** and complete the grid.

Name of company	Sector	Head office	Size
BCC Electronics	<input type="text"/>	<input type="text"/>	<i>medium-sized</i>
International Solutions	<input type="text"/>	<input type="text"/>	<i>start-up</i>
Nilsson Construction	<i>building</i>	<input type="text"/>	<input type="text"/>
Han Gao	<input type="text"/>	<input type="text"/>	<input type="text"/>
Jahn Services	<input type="text"/>	<input type="text"/>	<input type="text"/>
Aikon	<input type="text"/>	<input type="text"/>	<input type="text"/>



**Task 3:** a) Take notes that you can use to give a short description of your company. You can use the phrases from the table below! Cover at least the following points:

- name of the company
- number of employees
- some competitors
- sector
- what the company does
- location
- target group/customers

b) Now Talk with a partner. Your partner will ask you questions about your company. Use the notes above. You have three minutes to answer!

### Describing a company - Helpful phrases:

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| <ul style="list-style-type: none"><li>– We are a start-up / medium-sized company in the IT sector.</li><li>– The company is based in ...</li><li>– We produce/manufacture hardware components for the ... industry.</li><li>– We supply/provide software systems for customers in the ... sector.</li><li>– Our products are used in ...</li><li>– We install/manufacture/export ...</li><li>– The company maintains / carries out ...</li></ul> | <ul style="list-style-type: none"><li>– <i>Wir sind ein Start-up(-Unternehmen) / ein mittelständisches Unternehmen in der IT-Branche.</i></li><li>– <i>Das Unternehmen hat seinen Sitz in ...</i></li><li>– <i>Wir produzieren/fertigen Hardwarekomponenten für die ...-Industrie.</i></li><li>– <i>Wir liefern Softwaresysteme für Kunden in der ...-Branche.</i></li><li>– <i>Unsere Produkte werden in ... eingesetzt.</i></li><li>– <i>Wir installieren/fertigen/exportieren ...</i></li><li>– <i>Das Unternehmen hält ... instand / führt ... aus.</i></li></ul> |
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