



THE JOURNEY

FROM LOCAL TO GLOBAL

A. The Local Success



DENHAM FARM BAKERY is a family business, with three different generations working with a team of 90 employees.



The company was **set up** in 1991 with the **aim** of producing a **variety** of bread of the highest **quality**. The Denham family saw there was a growing **demand** for organic products, and they soon became **experts** in the field.

The company is **run** from a factory in Ilminster, where the bread is baked **daily** and **delivered** to shops. The **firm** has **expanded a great deal**, but it remains a family business.

Language help

If you **achieve** something, you have been successful in something that needed a lot of work and effort. The noun is **achievement**, e.g. *Writing a book has been my greatest achievement.*

B. The Corporate View

 **MORGAN & STENSON** 

Morgan & Stenson are a firm of **accountants**. They were **formerly** Stenson & Son, but were **taken over** by JS Morgan five years ago. James Morgan took up the **position** of senior partner. The **headquarters** are in Newcastle, but they have five other **branches**.

James Morgan is a former owner of a football club, with many **contacts** in the football world, so many of his **clients** are footballers. Last year the company attracted **attention** when it advertised on TV. It was his **ambition** to change the **image** of accountants.

Language help

We usually talk about an **ex-wife/boyfriend**, but a **former** president/career/banker.

Shops and organisations have **customers**; lawyers, accountants have **clients**.

We **take up** a job or activity, but we **set up** a company.

Vocabulary Practice

Task 1: People & Roles Tick (✓) the words which refer to people.

headquarters	accountant	employee	quality	branches
client	expert	contacts	bakery	variety

Task 2: Synonyms Replace the underlined word(s) with a word or phrase that has a similar meaning.

1. Delivered every day.

.....

6. I started the business.

.....

2. Real need for quality.

.....

7. Their main offices.

.....

3. Our plan is to open.

.....

8. Hoping for a job.

.....

4. The company is well.

.....

9. It is getting bigger.

.....

5. We have 25 workers.

.....

10. Made a lot of money.

.....

Task 3: Word Choice

- Experts **in / on** farming.
- Set up / take up** tennis?
- Famous **clients / customers**.
- My **ex- / former** wife.
- Set up / take up** the firm?
- Serving a **client / customer**.
- Currently / actually** working.
- Take up / take over** the firm?
- Former / ex-** president.

Writing Production

Task 4: Rewrite the sentence using the word in bold.

1. He makes different cakes. **VARIETY**

.....

2. They were very successful. **ACHIEVE**

.....

3. I know a lot of people in banking. **CONTACTS**

.....

4. They used to be called BMG. **FORMERLY**

.....

5. I've always wanted to fly a plane. **AMBITION**

.....

6. She has a great knowledge of finance. **EXPERT**

.....

7. People noticed the adverts. **ATTRACT**

.....

Task 5: Success Story (Gap Fill)

Daniela set up her courier service (DCS) in 1979. If you wanted to send documents across London, she promised to _____ them in less than an hour. It was only a small _____, but DCS _____ immediate success. Daniela soon set up another _____ in Manchester, which was _____ by her brother. The business soon _____ rapidly, and it is now her _____ to have a branch in every major city.

Answer Key

Task 1

accountant
employee
client
expert
contacts

Task 2

1. daily
2. demand
3. aim
4. firm/business
5. employees
6. set up
7. headquarters
8. position
9. expanding
10. a great deal

Task 3

Task 3

1. in
2. take up
3. clients
4. ex-
5. set up
6. customer
7. currently
8. take over
9. former

Task 4: Rewrites

1. He makes a variety of cakes.
2. They achieved a great deal.
3. I have many contacts in banking.
4. They were formerly known as BMG.
5. It's my ambition to fly a plane.
6. She is an expert in finance.
7. The adverts attracted a lot of attention.

Task 5: Success Story

1. deliver, 2. firm/business, 3. achieved, 4. branch, 5. run, 6. expanded, 7. ambition