

**TEXTE****Some sample company presentations**

MBM is a member of the OTEM group, subsidiary of GREATBIZ Inc. MBM Italy, present in Italy since 1980, is located in Brescia near Milan. The sectors of activity include the automotive industry, electrical engineering, leisure items and household appliances.

Production units and the technical unit extend over an area of 8000m<sup>2</sup>, with a production capacity of 50,000 T.

To meet the requirements of the market, the MBM policy is aimed at:

- developing new products adapted to clients' needs,
- quality management systems,
- just-in-time delivery.

In 2002, the turnover was \$200,000, 70% realized in Italy, and 30% in other parts of Europe, particularly in those countries where they are represented: Spain and the United Kingdom.

A value shared by everyone in the firm is to preserve the environment by reconditioning waste materials.

In 2001 the Midal Group recorded sales of £7.613 billion, with 49,127 people employed around the world. The headquarters is based in Berlin and we have subsidiaries in seven other European countries.

Midal's four divisions have established leading positions in their markets of engineering, material handling, construction and shipping. Our innovative skills and technological know-how are second-to-none – a factor that ensures the success of our products and services on new growth markets of the future.

JMM, with a 4,500m<sup>2</sup> factory located in the "Jardin d'Entreprises", was founded on 13<sup>th</sup> August 1979 by Hubert Taillibert, for the manufacture of shop fixtures and fittings. In July 1991, there was a merger with the company Bury International and in 1995, JMM bought out 51% of the shares, and is now majority shareholder. Our turnover for 2002 was a remarkable £6 million. There are currently 51 employees. Production is divided into four main divisions:

- part assemblies sub-contracted by other companies – 8% of the turnover,
- middle range furniture – assembled – 60% of the turnover,
- furniture sold as a kit – 12% of the turnover,
- custom-made furniture – 20% of the turnover.

10% percent of our turnover is for the export market.

Our growth of approximately 25% per annum is due to:

- a reputation for high-quality goods and respect of delivery deadlines,
- versatility which means we can adapt our products to meet any requirement,
- technical capacity which enables us to be competitive and the top of the market.

**L'ESSENTIEL****Company structures**

- A multinational
- A group
- The group is made up of / consists of a parent company and subsidiaries.
- A branch
- A joint venture
- The group is divided into...
- Divisions / sectors / departments
- The public / private sector
- The company was founded in...

**Structures d'entreprise**

- Une multinationale
- Un groupe
- Le groupe est composé d'une maison mère et de filiales.
- Une succursale / filiale / un secteur
- Une entreprise commune
- Le groupe est divisé en...
- Départements / secteurs
- Le secteur public / privé
- La société a été créée en...

**Legal entities**

- A corporation
- A partnership
- A holding company
- A one-man company
- A family business
- A private Limited company (Ltd)
- To go public
- A public Limited company (PLC)
- The annual turnover is...

**Structures juridiques**

- Une société commerciale / une société à responsabilité limitée (US)
- Une société en nom collectif
- Une société de portefeuille
- Une entreprise individuelle
- Une entreprise familiale
- Une société à responsabilité limitée (SARL)
- Entrer en bourse
- Une société anonyme
- Le chiffre d'affaires annuel est de...

**Product or service**

- The main product / business activity is...
- The company manufactures / produces / makes / sells / supplies...
- Certain spare parts are contracted out / subcontracted / outsourced to other companies.
- The company specializes in...

**Produit ou service**

- Le produit principal / La production principale est...
- L'entreprise fabrique / produit / vend / fournit...

Certaines pièces détachées sont sous-traitées par d'autres entreprises.

L'entreprise est spécialisée en...

**Location**

- Head office / Headquarters
- The Regional headquarters
- The company is located in...
- It is a Paris-based company
- The factory/plant/works is in...
- A warehouse

**Situation géographique**

- Siège social
- Sièges régionaux
- La société est basée à...
- C'est une société basée à Paris.
- L'usine se trouve à...
- Un entrepôt

Notez la différence entre "division" = normalement géographique ou par produit, et "department" = la sous-division d'une "division"!

Attention au faux-amis : "an enterprise / firm/ company" est une société à but lucratif ; par contre "a society" est une organisation à but non-lucratif.

**Do you know...*****What you need to know about a company***

De nouveaux mots sont créés tous les jours !

A transnational organization

A Euroconglomerate

Globalization

An outfit

A trust

The primary sector

The secondary sector

The tertiary / third sector

10 questions  
to ask yourself  
before  
producing  
your pamphlet

**1 Vous devez vous documenter sur une entreprise.**  
Les questions suivantes vous aideront, mais mettez-les d'abord dans un ordre logique.

1. What is the annual turnover?
2. What are the future plans of the company?
3. Who founded the company?
4. How many people are employed by the company?
5. What is the nature of the business you are in – what sector?
6. What are the main strengths / weaknesses of the company?
7. Where is the company / headquarters / subsidiary located?
8. Who are the target customers?
9. When was the company founded?
10. How is the group made up?

**EXERCICE****2 Reliez chaque mot à sa traduction.**

- |                             |   |
|-----------------------------|---|
| a) A New York-based company | 1) Siège social                               |
| b) A plant / works          | 2) Siège régional                             |
| c) A subsidiary             | 3) Une entreprise basée à New York            |
| d) A heavy industry         | 4) Une usine de taille moyenne                |
| e) Headquarters             | 5) Une usine de taille importante             |
| f) A light industry         | 6) Une usine fabriquant des pièces détachées  |
| g) A warehouse              | 7) Une fonderie                               |
| h) A factory                | 8) Un entrepôt                                |
| i) Regional headquarters    | 9) Une filiale                                |
| j) A branch                 | 10) Une succursale (d'une banque par exemple) |

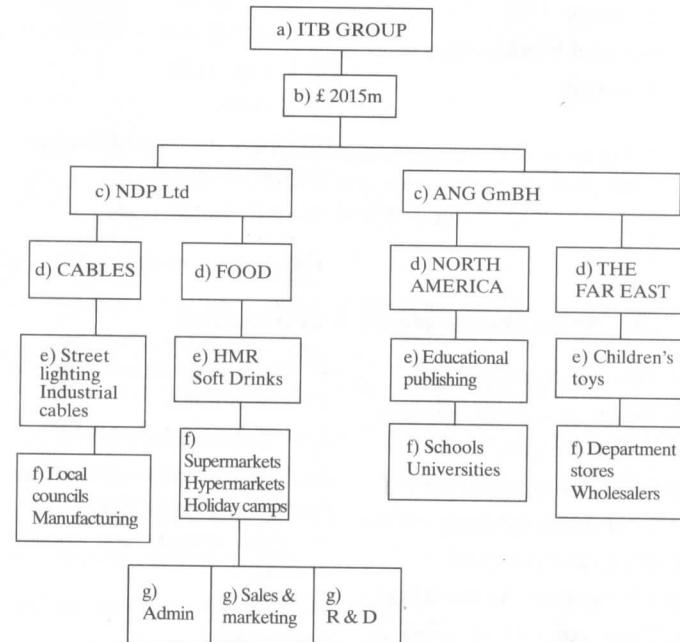
**3 Reliez chaque phrase à sa traduction.**

- |                                  |   |
|----------------------------------|---|
| a) This is a greenfield site.    | 1) Nous travaillons sur le marché national.                           |
| b) We are in a green belt area.  | 2) Une cible potentielle.   |
| c) They have gone public.        | 3) Une zone protégée où l'on ne peut pas construire.                  |
| d) He's a sleeping partner.      | 4) C'est devenu une société boursière.                                |
| e) It's a sleeping beauty.       | 5) Le marché national ne leur suffisait plus.                         |
| f) It's a runaway plant.         | 6) C'est un bailleur de fonds.  |
| g) We work on the home turf.     | 7) Une usine qui se transporte là où la main-d'œuvre est moins chère. |
| h) They ran out of room at home. | 8) Une zone où il y avait des champs avant.                           |

**EXERCICE**

**4** Nommez chaque entité du schéma à l'aide des mots suivants :

department	parent company
main business activities	subsidiary
turnover	division
target markets	



The company is a \_\_\_\_\_.

**EXERCICE**

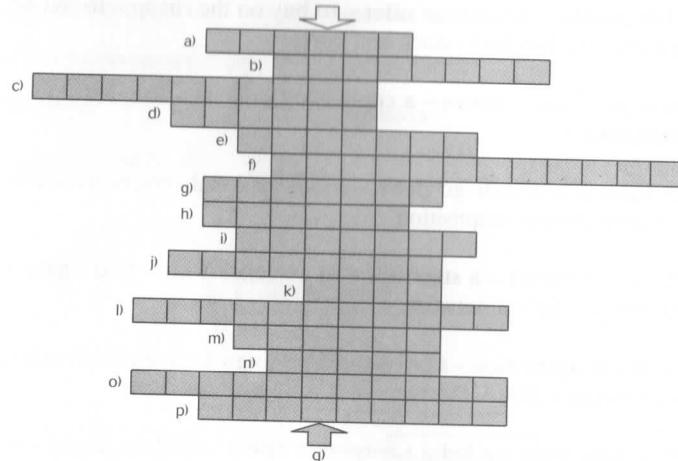
**5** Trouvez l'intrus dans chaque série, puis reliez chaque ligne au titre correspondant.

- a) to acquire – to raise an offer – to buy on the cheap – to put up for sale – to buy lock, stock and barrel
  - b) to buy into – shares – a controlling interest – to team up – a stakeholder
  - c) a counterpart – to go global – a multinational – overseas offices – a cross-border acquisition
  - d) an agreement – a standstill – to associate with – to develop a project jointly – a network
  - e) an amalgamation – a cross-shareholding – to boost stock prices – to merge – M&A (Mergers and Acquisitions) dept
  - f) to take over – a bid – a corporate raider – a white knight – to forge links
  - g) to buy-out (by employees or management) – to farm out – an LBO (Leveraged buyout) – to buy up stock
  - h) to submit – to beat off – on the home turf – to fend off – to tender
- 1) Gobbling up a company
  - 2) Buying a company from the inside
  - 3) Buying part of a company
  - 4) Working worldwide
  - 5) Buying a company
  - 6) Bidding
  - 7) Forming an alliance
  - 8) Pooling interests

*Buying business – the odd man out*

**EXERCICE**

World puzzle

**6** Complétez les phrases pour remplir la grille ci-dessous.

- a) The \_\_\_\_\_ company and headquarters are located in Geneva.
- b) Our annual \_\_\_\_\_ is of \$400,000.
- c) We have a \_\_\_\_\_ in Spain.
- d) We work in the plastics \_\_\_\_\_.
- e) We make tyres in our \_\_\_\_\_.
- f) We are two companies working together, it's a \_\_\_\_\_.
- g) The company was \_\_\_\_\_ in 1967.
- h) We then had a \_\_\_\_\_ with another company.
- i) It's really a financial organisation – a \_\_\_\_\_ company.
- j) There were several bids before the \_\_\_\_\_.
- k) Our \_\_\_\_\_ activity is electronic components.
- l) There are two managing directors – it's a \_\_\_\_\_.
- m) Our \_\_\_\_\_ customers are supermarkets and hypermarkets.
- n) The company is \_\_\_\_\_ in Manchester.
- o) The divisions are subdivided into \_\_\_\_\_.
- p) All our goods are stored in a \_\_\_\_\_.
- q) A new corporate structure!

**EXERCICE****7** Classez les phrases selon que l'on parle de ce qui s'est fait, ce qui se fait actuellement, ou de ce qui est planifié pour le futur.

Past, present or future?

PAST	PRESENT	FUTURE

- a) We are currently expanding our project range.
- b) We broke into the international market some time ago.
- c) At present we are developing a new product.
- d) Presently, we will build a new factory.
- e) Nowadays we carry out intensive market research.
- f) It is likely we will open a Belgian subsidiary next year.
- g) We have changed our company policy on that front.
- h) It is forecast that demand for our products will increase.
- i) We have scrapped some of our old lines.
- j) The cost of raw materials is increasing daily.
- k) The company was founded in 2001.
- l) We expect to increase our production capacity.
- m) Actually, our turnover has increased within the past three years.
- n) We always try and stay in close contact with our clients.
- o) In those days the headquarters was in Berne.

**TEXTE**

Let me tell you a little about the internal organisation of our company MZT. The company is divided into nine different departments, and each department is composed of several sub-divisions.

There are over a hundred people on the payroll at MZT, of whom more than 30% work in the integrated laboratories.

The average age of our staff is 35 years old, so we have a young, dynamic team. Resolutely engaged in a Total Quality approach, our personnel at all levels make use of the most up-to-date means to respect the needs of our customers in terms of quality, cost and delivery requirements.

With this in mind, continuous training, carried out either within the company itself or using specialised external organisations, is given to the personnel as a whole. For example:

Polyvalence and versatility in production.

Continuous updating of Quality tools.

Continuous training in I.T. tools.

Foreign languages (particularly English).

Out of the aforementioned nine departments, the technical unit and the laboratories (R&D, Applications and control) are the most innovative. These two departments work very closely together.

John Brown is responsible for the technical unit. He reports to the Development Director and is assisted by a closely co-ordinated team. Here is an example of the services we offer to develop new applications of our product, which makes the difference between us and our competitors. The technical unit offers optimisation of our current production by improved material performance, trials on new tools or existing production with no compromise on production capacity, the testing of components for mechanical, electrical, fire resistance, surface aspect properties, etc. Our technicians find answers and solutions to our customers' problems. The technical unit includes a sub-division for pilot technologies.

Working hand-in-hand with the technical unit is R&D, applications and control laboratories. This department is headed by Michel Vincenti who is assisted by 3 engineers and 28 technicians. We are extremely well-equipped with up-to-date and high-performance measuring and testing equipment which enables us to register a patent at least twice a year – quite a record! Mr Vincenti is accountable to the Managing Director.

The other departments which make up the company include purchasing, finance, administration, personnel, quality, production and sales.

**L'ESSENTIEL****Departements**

The company consists of...  
The company is made up of...  
The company includes...  
The company is divided into...  
The department is composed of...  
Head office  
Personnel / human resources  
Finance department  
Legal department  
Public relations department  
Accounts department  
Advertising department  
Marketing department  
Purchasing department  
I.T. department  
Invoicing department  
Sales department  
After-sales service  
Claims department  
Research and development

**Services / départements**

L'entreprise se compose de...  
L'entreprise est constituée de...  
L'entreprise comprend...  
L'entreprise est divisée en...  
Le service est composé de...  
Siège social  
Personnel / Ressources humaines  
Département des finances  
Département juridique  
Service des relations publiques  
Service comptabilité  
Service publicité  
Service marketing  
Service achats  
Service informatique  
Service de facturation  
Département des ventes  
Service après-vente  
Service de réclamations  
Recherche et Développement

**The functions**

UK/US  
Managing Director/CEO  
(Chief Executive Officer)  
a director/a Vice President  
a Manager/ officer/a director  
chief Accountant/financial  
Controller  
a head of department  
There are xxx members of staff.  
There are xxx people on the payroll.  
The x and y departments work closely together.  
She reports to...  
He is accountable to...  
He is responsible for...  
He is responsible to...  
She is in charge of...  
He is assisted by...  
He assists...  
He oversees all the departments.

**Les titres**

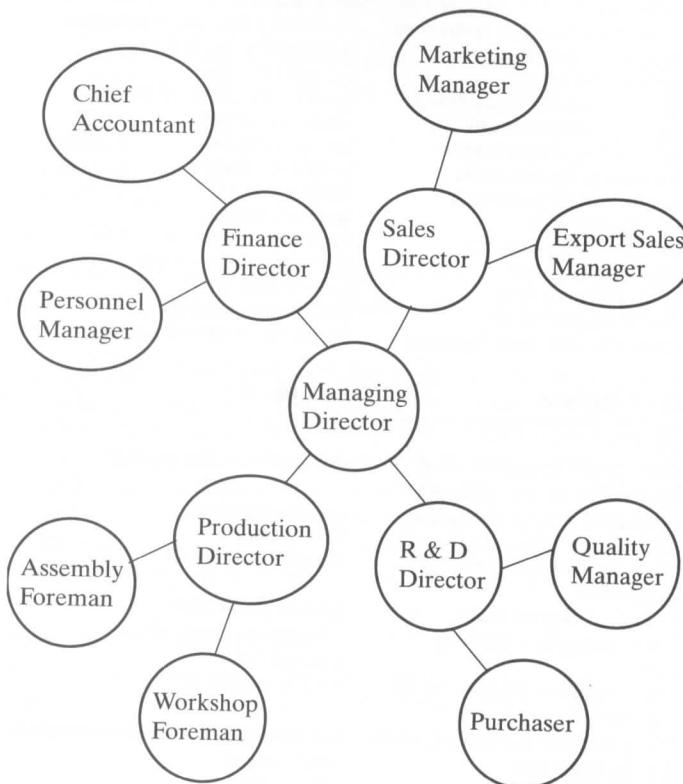
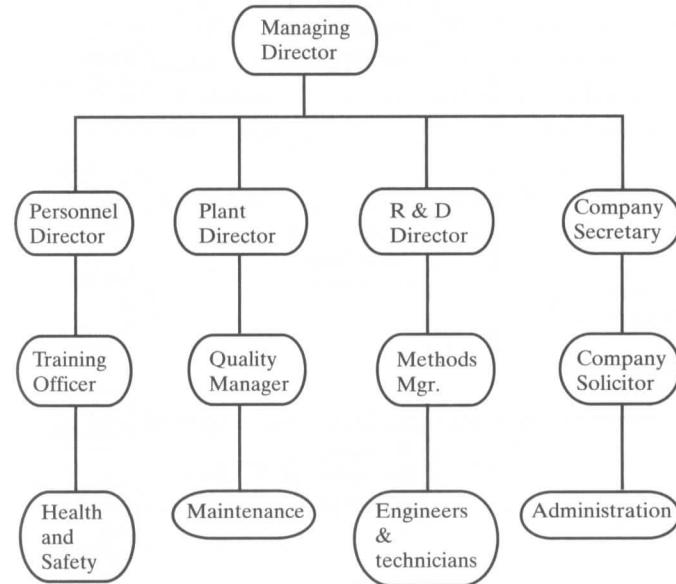
Président directeur général  
Un vice-président  
Un directeur  
Contrôleur de gestion  
  
un chef de service  
L'équipe est composée de x personnes.  
Il y a x salariés.  
  
Les services x et y travaillent en étroite collaboration.  
Elle reporte à...  
Il est responsable devant...  
Il est responsable de...  
Il est responsable devant...  
Elle a en charge...  
Il est assisté de...  
Il assiste...  
Il supervise tous les services.

Un service s'appelle un "department" à l'exception du "After sales service". Tout ce vocabulaire varie d'une entreprise à l'autre. Il faut prendre en compte le pays d'origine car même les Américains et les Britanniques n'utilisent pas le même vocabulaire.

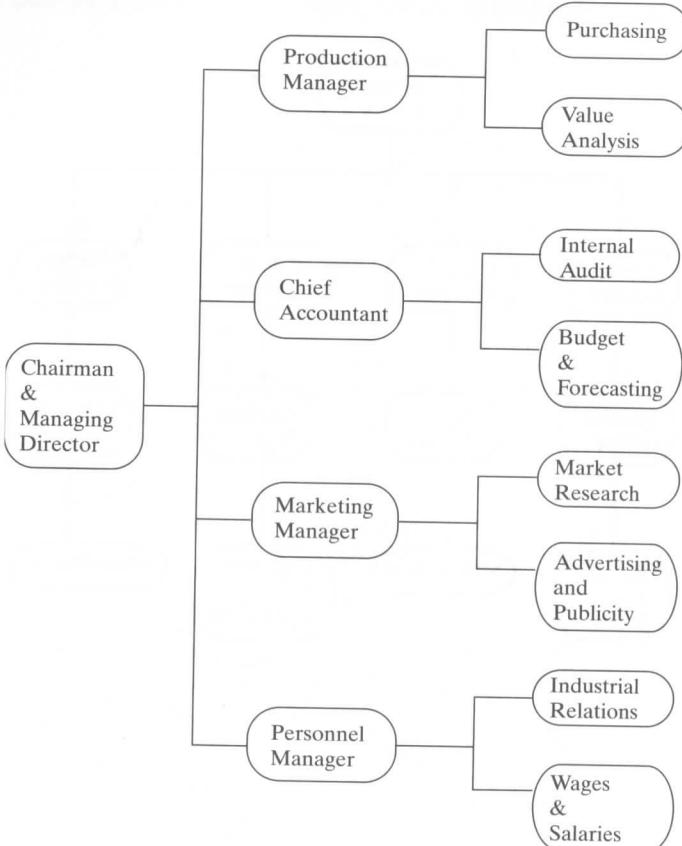
Avant le nom d'une profession, on utilise l'article "a/an": "He is an accountant", "She is a purchaser" ...

**Do you know...*****Company organisation charts***

Il existe de nombreuses manières de présenter des organigrammes. Observez les organigrammes suivants, ainsi que les intitulés de postes.

**Do you know...*****Company organisation charts***

## Do you know...

*Company organisation charts*

## EXERCICE

## 1 Complétez les phrases.

- The Sales Director is \_\_\_\_\_ Marketing and Sales.
- The Quality Manager is \_\_\_\_\_ Total Quality Management and ISO.
- The Finance Director is \_\_\_\_\_ the Managing Director.
- The Production Director is \_\_\_\_\_ two foremen.
- The Personnel Manager \_\_\_\_\_ the Finance Director.
- The Production Director is \_\_\_\_\_ the Managing Director.
- The R&D Director is \_\_\_\_\_ Quality and Purchasing.
- The Managing Director is \_\_\_\_\_ everything!

Who reports to who?

## 2 Reliez chaque question à la réponse qui convient.

- How is the company organised?
  - How many departments are there in the company?
  - How many people work here?
  - How do you co-ordinate product development?
  - How do you organise your finance department?
- The marketing department and R&D work closely together.
  - The department is composed of a financial controller, an accountant and a clerk.
  - There are 200 people on the payroll / there are 200 members of staff.
  - The company consists / is made up of several departments.
  - There are 10 different departments – sales, finance...

What is the answer?