

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 8000m², 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 4,500m² factory located in the "Jardin d'Entreprises", was founded on 13th 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...

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...

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...

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

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...

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...

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...

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-ami : "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

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

10 questions
to ask yourself
before
producing
your pamphlet

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) |

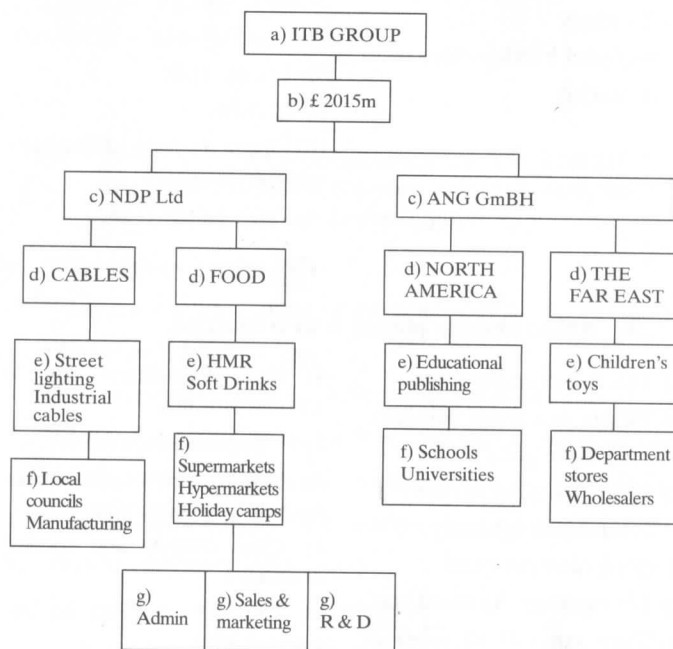
3 Reliez chaque phrase à sa traduction.

- | | |
|----------------------------------|---|
| 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

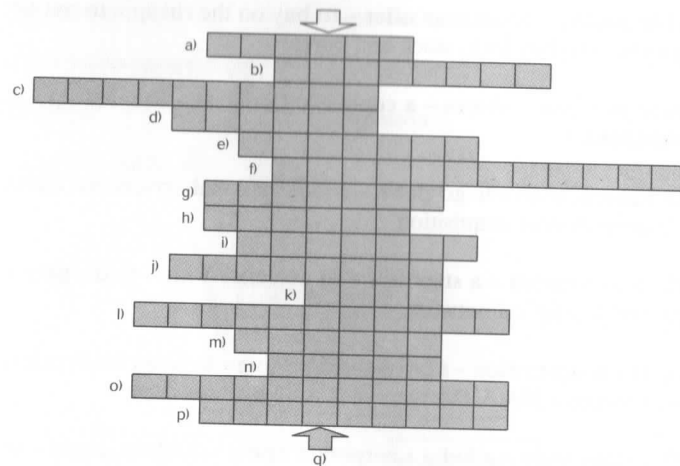
- 1) Gobbling up a company
- 2) Buying a company from the inside
- 3) Buying part of a company
- 4) Working worldwide
- 5) Buying a company
- 6) Bidding
- 7) Forming an alliance
- 8) Pooling interests

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	FUTURE

Past, present
or 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

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.

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

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.

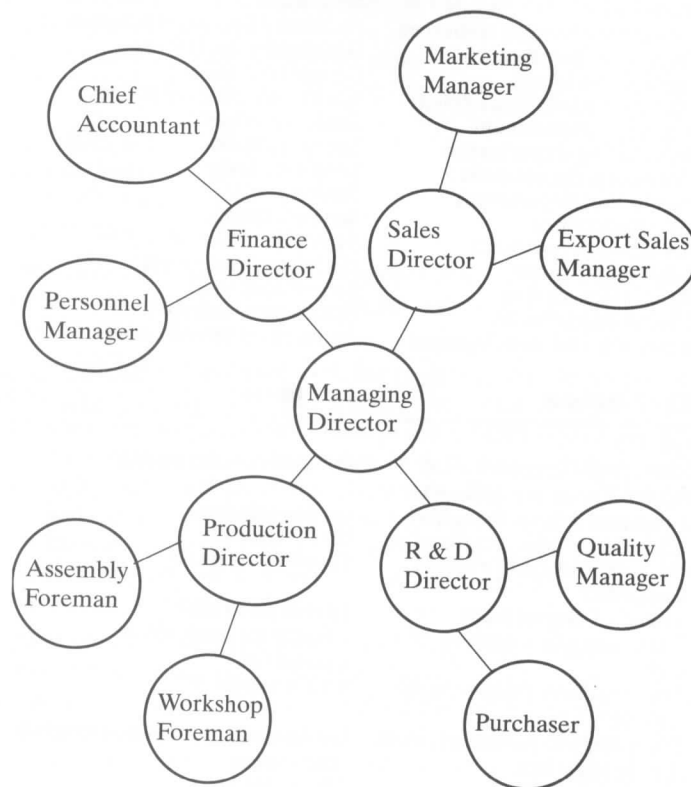
Un service s'appelle un "département" à l'exception du "After sales service". Tout ce vocabulaire varie d'une entreprise à l'autre. Il faut prendre en compte le pays d'origine car même les Américains et les Britanniques n'utilisent pas le même vocabulaire.

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

Do you know...

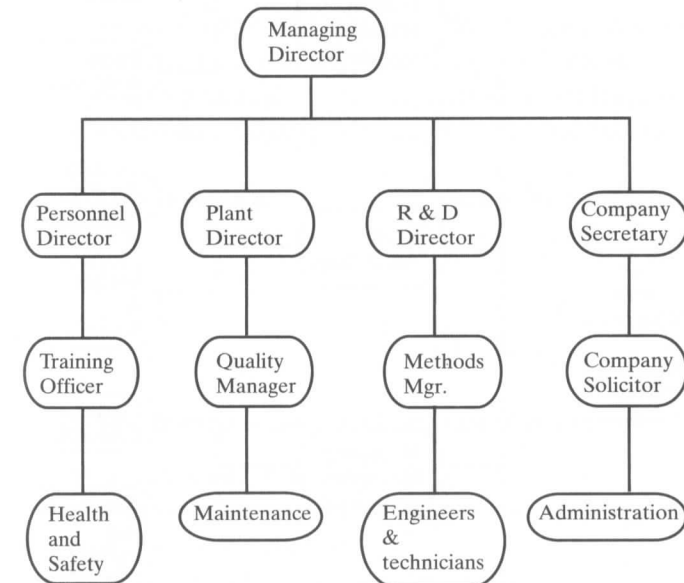
Company organisation charts

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



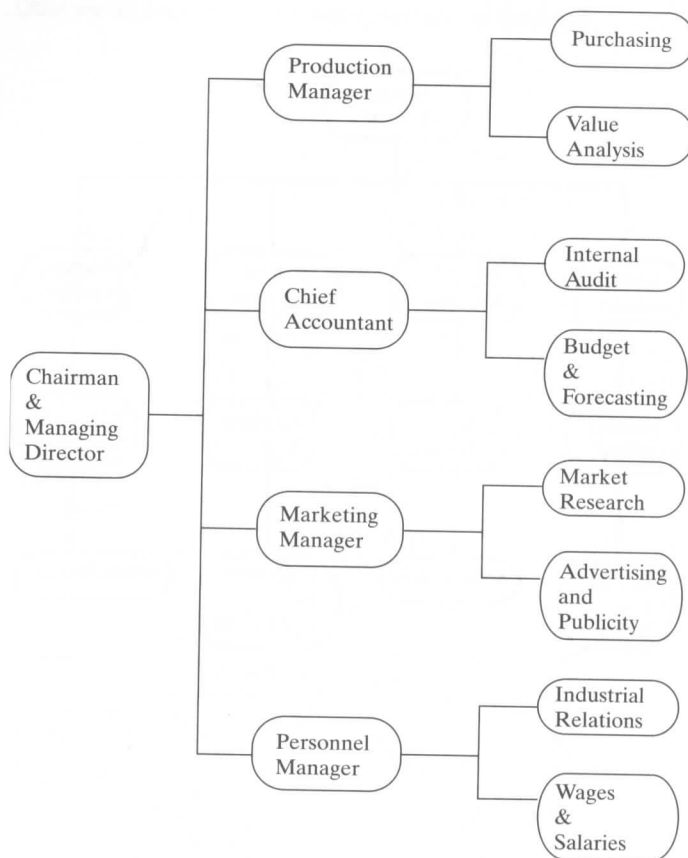
Do you know...

Company organisation charts



Do you know...

Company organisation charts



EXERCICE

1 Complétez les phrases.

- a) The Sales Director is _____ Marketing and Sales.
 b) The Quality Manager is _____ Total Quality Management and ISO.
 c) The Finance Director is _____ the Managing Director.
 d) The Production Director is _____ two foremen.
 e) The Personnel Manager _____ the Finance Director.
 f) The Production Director is _____ the Managing Director.
 g) The R&D Director is _____ Quality and Purchasing.
 h) The Managing Director is _____ everything!

Who reports to who?

2 Reliez chaque question à la réponse qui convient.

- a) How is the company organised?
 b) How many departments are there in the company?
 c) How many people work here?
 d) How do you co-ordinate product development?
 e) How do you organise your finance department?

What is the answer?

- 1) The marketing department and R&D work closely together.
 2) The department is composed of a financial controller, an accountant and a clerk.
 3) There are 200 people on the payroll / there are 200 members of staff.
 4) The company consists / is made up of several departments.
 5) There are 10 different departments – sales, finance...