403 PRESENTING A COMPANY: VOCABULARY

COMPANY HISTORY

to be **founded** / **set up** / **established / launched** in 1981.

to **grow / develop**

to **merge** with X company in 1990.

to **set up** a subsidiary in the UK - the subsidiary was **sold off** and the remaining company was **split into** five different **divisions**.

to be **listed** on the Stock Exchange.

Company structure

At the head is the **President**, or **CEO**. Below the President is the **Managing Director**, who has **overall responsibility** for the **day-to-day running** of the company. The company is **divided into** different **departments**, each with its own director. The Marketing and Sales department **consists of** the sales team, and customer services. The Administration department also **includes** Human Resources.

head office is **based in/ located in**

there are offices/ branches/ subsidiaries all over Europe

to **employ** more than 2000 people worldwide.

to **work closely/ directly with** the sales team, who are **in charge of** customer accounts.

to **co-operate with** offices worldwide.

to be **responsible for**

gender equality: women **make up** 49% of the workforce

an **employer/** an **employee**

products and services

to **make** / **produce**

to **operate**

to **manufacture**

to **supply**

to **launch**

to **revolutionise**

to **pioneer** new ways of reducing energy costs …

to **research**

to **develop** new software for the internet.

the **R&D** department **is working closely** with our **international partners.**

to **provide**

to **deliver**

to **specialise in**

to **equip**

to **deal with** customer enquiries.

a **flagship** product

to be a **market leader** in …

Company performance

to **represent**

to be **market leaders** in three countries.

to **expand** operations.

the company has **grown by** one-third.

**annual profits**

annual **turnover** is **in excess of** $2 million.

MARKETING STRATEGIES

a **brand**

**branding**

a **consumer**

brand management

a promotional/ advertising campaign

to **advertise on / rely on** social media/ word of mouth/ online **customer feedback**

**product placement**

**product endorsement**

to **target**

**target market**

a **sponsorship/** a **partnership**

**client loyalty**

**target customer**

**target market**

**to fill a gap in the market**

COMPANY CULTURE & VALUES

equal opportunities: BAME (Black, Asian Minority Ethics) **accessibility**

gender equality

to **strive** to include diversity & inclusion

to **hire** more inclusively

inclusion **recruitment programs**