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Exercise 21. Pair work.

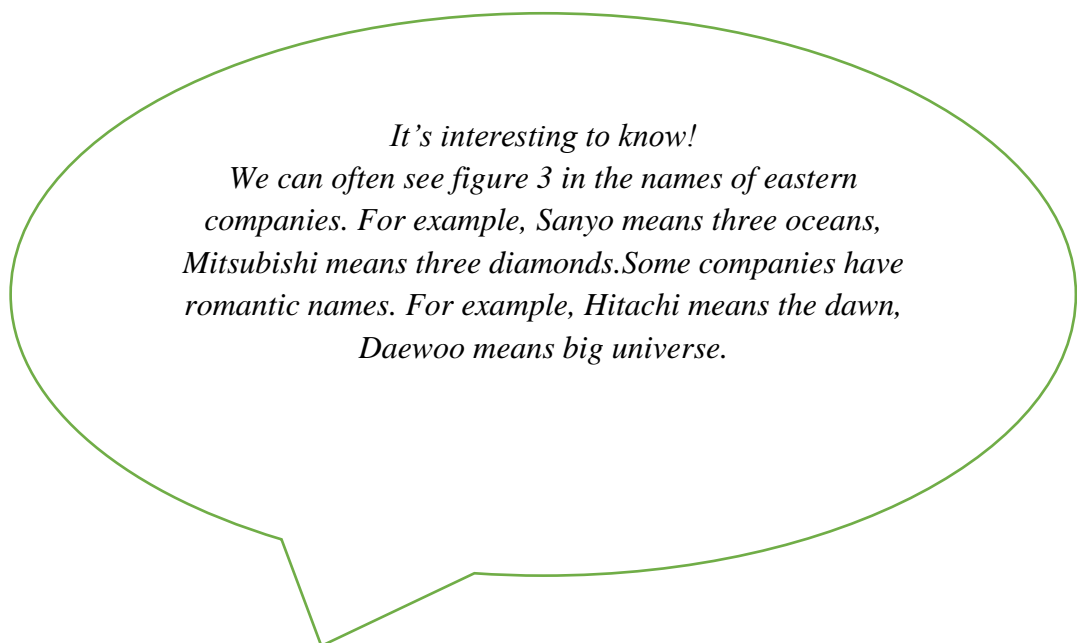
Student A: (a) This is a diagram of the company structure of James Peters Limited. Student B is going to describe it to you. Complete the organization chart below.

James Peters Limited

Exercise 22. Draw up a diagram of the structure of the organization you work for.

Describe the functions each department performs.

Exercise 23. Role play. You are taking a visitor around your company (organization, plant, ministry). Tell him/her about its structure, departments and services.



UNIT 5. STARTING UP A BUSINESS. DISCUSSING DELIVERY TERMS.

Exercise 1. Why do people start up their own businesses?

Discuss the following answers and choose those, which you think, are right.

- a) Because they want to be their own bosses.
- b) They want to improve their living standard.
- c) They don't like their job.
- d) They have a product or service for which they think there is a **demand**.

Exercise 2. What conditions are important for people starting up new? Businesses? Look at the list below and make comments on each of them. Choose the three important conditions from this list.

Can you think of any other conditions?

- low taxes
- skilled staff
- low interest rates
- cheap rents
- stable economy
- good transport links
- high unemployment
- a strong currency
- government grants

Exercise 3. Read the text.

Starting up a Business

Every year hundreds of thousands of people start up their own businesses. The Coca-Cola Company, which distributes its soft drinks around the world, started when a pharmacist mixed the first Coca-Cola drink and began selling it in Georgia, Atlanta. Before the 1880s, photo cameras were very difficult to use. Photographers used glass plates and the equipment was hard to transport. George Eastman, a young American, invented a new **flexible** kind of film. He also built a camera to use his film. Starting up in a small office, he founded the big Eastman Kodak Company.

Two men **decided** to build a new and better computer. One of them sold his car to get the money they needed. In 1977, they started the Apple Computer Corporation. Now it is one of largest computer producers in the world. Brad Fitzpatrick, American programmer, was 19 when he started his business. He created the most popular Live Journal, a web-log (blog) service. Seven million people use it **according to** the Yandex Company statistics. Dylan Wilk set up his company, Gameplay, at the age of 20 and just three years later, it became Britain's second- largest **supplier** of computer games with a **turnover** of 7.5 million pounds. Now he runs a multi-million-pound

business. Fraser Doherty from Scotland was 14 when he took his grandmother's recipe for orange jam, prepared it and started selling it. The young boy invested 2 pounds and became a millionaire. These people have **successful** businesses because they saw a business **opportunity**. They found a **niche** and filled it. To get into the right business at the right time is very important.

But setting up a business is not easy for young people. Young businessmen **face** bigger problems than their older **counterparts** and have a high risk **to fail**. 2/3 of startups who are under 25 end in **failure**. One of the young **entrepreneurs**, who set up his first business at 19, says: "Young businessmen need to have some **experience** of work and real life". There is another problem — banks do not want to give **loans** to those who have no financial record. Victoria Goodwin set up her own decorative business when she was 20. She says: "Being young can be **a disadvantage**, but it can also be an **advantage**".

The age at which most people start up a business is between 30 and 40, when they have the work experience, capital and necessary motivation. Setting up a successful business **requires** careful preparation and planning. In addition, of course, one cannot **avoid** risks. There are a number of questions that all entrepreneurs ask themselves before starting a business.

What is important at the beginning? One decides which line of business he or she wants to start, which goods he or she is going to produce or which services to provide. They think of a structure of their business and sources of finance they will need to open their new enterprise. They **include** all this information in a business plan. Then they can choose a form for their company, register it with the authorities and **launch** a business.

Who is an entrepreneur? An entrepreneur is someone who has a good idea and sees a chance to start up a business.

If you are going to start up your own business, it is necessary to form a team of people. To find the right team will be the most important and the most difficult decision you make. There is no magic formula to build a business. It is like putting the pieces of a puzzle together. Moreover, the team is the most important piece.

What are some of the problems new businesses usually face? The main problem with 90% of new businesses is shortage of business and management skills. They do not have enough knowledge of finance, accounting, marketing and human issues.

If you want to be an entrepreneur, it is necessary **to solve** the above problems. And don't sit around thinking about starting up a business, get up and do it now. Keep your eyes and ears open. Don't say: "I can't afford the things I want". Say: "How can I afford the things I want". If you want to do anything and you think you can do it, chances are that you will do it.

And remember! You cannot climb the ladder of **success** with your hands in your

pockets.

Exercise 4. Answer the following questions.

1. What motivates people to start up a business?
2. At what age do people usually start up their own businesses?
3. What does Victoria Goodwin mean by saying that “Being young can be a disadvantage, but it can also be an advantage
4. What problems can startups face?
5. Why do 2/3 of startups who are under 25 end in failure?
6. The text says: “An entrepreneur is someone who has a good idea and sees a chance to start a business”. Who can be an entrepreneur in your opinion?
7. What should start-up entrepreneurs do to set up their businesses?
8. What does this saying mean: “You cannot climb the ladder of success with your hands in your pockets”.
9. Are you thinking of setting up your own business?
10. What business would you like to start?
11. What will you do if your business fail?

Exercise 5. The most important factor in business, especially when it is start-up business, is a person in charge.

Answer the following questions and decide whether you are an entrepreneur.

Are you an entrepreneur?

1. Do you prefer to work on your own?
A yes b usually c no
2. If something goes wrong, do you feel personally responsible?
A yes b sometimes c no
3. Do you suggest changes in operations that involve you?
a often b sometimes c seldom
4. Do you like to work with other people?
a usually b sometimes c seldom
5. Are you ready to take risks?
a sometimes b always c no
6. Do you have a clear idea of what you want to do the next three years?
a yes b reasonably clear c no
7. Do you put your failures behind you?
a yes b sometimes c no
8. If you have any problems, do you:
a go on working b wait for it to improve c change your plans

Exercise 6. Complete these sentences with the words from the box.

equipment, a turnover, fail, an entrepreneur, supplier, shortage, a loan, launched, a decision, successful, to face, success, include is someone who starts up his own business.

1.is someone who starts up his own business.
2. They..... an advertising campaign last month.
3. A business plan must..... all the information about the company you are going to set up.
4. When people want to set up their own businesses they must be ready.....a lot of problems.
5. To increase the productivity we must install up-to-date.....
6. |He had not a.....start to his career, but now he is one of the most famous businessmen.
7. The management madeafter they asked for the opinions of the heads of the departments.
8. A lot of small-sized businesses start up and.....every year.
- 9.Last year our company's.....was \$65 million.
- 10.It is very important in business to have a reliable.....
- 11.The business.....of this company in Asia depended on the special characteristics of consumer markets.
- 12.Khamid had no money to start up his own business and took out..... in a bank.
- 13.The Production Department had problems because ofof spare parts.

Exercise 7. Study the language notes.

What are these numbers in figures? Write them down.

- ninety-nine
- six hundred and forty-three.....
- two thousand nine hundred and eighty-six.....
- thirty seven thousand nine hundred sixty-two and forty-four.....
- four hundred fifteen thousand five hundred and eighty-eight.....
- two million seven hundred fifty-four thousand three hundred and twenty-one.....
- point naught two....

- one point eight.....
- two thirds.....
- three fifths
- two euros ninety-five.....
- three point seven five.....

Exercise 8. Listen to the numbers and write them down.

Exercise 9. Read these sentences.

1. Uzbekistan proclaimed its independence on 1st September 1991.
2. This equipment costs \$245,600.
3. Our turnover in 2009 was \$4,528,950.
4. Our prices went up by 5% last month.
5. Over 2/3 of our workers are well-qualified.
6. Did you say it's 2.5? - No, it's 3.75.
7. We usually offer a discount of */4 off the price.
8. commcol/www.co.uz
9. It is a very old company. It was set up in 1907.
10. At the end of the first year sales stood at 50% of the present level.
11. It takes me ||| of an hour to walk to the office.
12. [malpress\(o\)com.uk](mailto:malpress(o)com.uk)

Exercise 11. Complete the following sentences with the best form of the adjectives in brackets.

1. Our prices are.....than the prices of our competitors, **(low)**
2. Our prices are.....in the world, **(low)**
3. The quality of their goods is..... than that of their competitor, **(high)**
4. If we improve quality, our business will be..... **(profitable)**
5. He is.....partner I have ever had. **(reliable)**
6. Our new office is.....than the old one. **(comfortable)**
7. Why are working for this company? - Because it has a..... reputation than the company I worked before. **(good)**

8. Who is.....man in your country? (**rich**)
9. This year they invested.....in the advertising campaign than last year.
(much).
10. My car is.....than my partner's car. (**expensive**)
11. Levi's Company is.....producer of jeans. (**big**)

12. Exercise 12. Supply the following sentences with the verbs 'to solve', or 'to decide', 'a decision' or 'a solution' in the correct form.

- 1.....(1) the problem, the managers.....(2). to change the location of their head office.
- 2.The head of the Production Department..... (3) to improve productivity by various means.
- 3.The management has made..... (4) to expand.
- 4.Our clerical workers cannot deal with paperwork and the head of the department.....(5) to introduce up-to-date office equipment.
- 5.There are a lot of problems an entrepreneur must..... (6).
- 6.Last year the sales decreased and we..... (7) to change the image of our product.
- 7.Our head of the department has found a good..... (8) to the problem.
- 8.If you come to my office we.....(9) all the problems concerning your order.
- 9.They..... (10) to make a contract with Brown and Co. yet.
- 10.The information from the report has helped the management.....(11) which goods to produce.
- 11.It is very difficult..... (12) finance problems if you want to start up a business.
- 12.We promise that we'll make..... (13) within 10 days.

Exercise 13. Complete the sentences below with the best form of the verbs in brackets.

1. We..... already (to study) the catalogues we(to receive) yesterday.
2. They..... just (to start) producing a new model of equipment and we already..... (to receive) a lot of orders for this model.
3. Nadira (to work) for a plastics company for 6 years.
4. Prices for some consumer goods..... (to go up).
5. They..... (to produce) cosmetics goods since 1995.
6. We..... (to launch) a new product yet.

7.You (to make) an appointment with Mr Finch yet?
8. He is planning to make a contract with one of the Japanese companies, but he..... (to make) the contract yet.
9. We..... (to do) business with a French partner since 2003.
- 10.She..... (to receive) the fax yet.

Exercise 14. Complete the sentences using the verb ‘to launch’ in the correct form.

1. When are you going..... your new project?
2. We..... our project last month.
3. We..... the project in May.
4. When..... you the project? - Two months ago.
5.you the project yet? - Yes, we
6. We..... the project next week.

Exercise 15. The statements below are from the book by Robert T. Kiyosaki “Rich Dad, Poor Dad”. He says: “What you think is what you get”.

Here you have two very different views on money. Do you agree with these statements? Discuss them with your group mates.

Poor man says:	Rich man says:
Study hard so you can find a good company to work for.	Study hard so you can find a good company to buy.
The reason I’m not rich because I have children.	The reason I must be rich because I have children.
When it comes to money, don’t take risks.	Learn to manage risks.
Work for benefits.	Rely on yourself financially.
Save money.	Invest money.
Write a good CV to find a good job.	Write a strong business and financial plan to create a good company.

Exercise 16. Read the report of the company president and complete it using the verbs in either the past simple or present perfect.

I would like to thank everyone for their hard and successful **work**. **As you know, we**

(1).....(to start) in 1955 as a small company producing electrical components. At that time we (2).....(to employ) 20 people. Our turnover (3).....(to be) \$ 45,000, today it (4)..... (to grow) to \$55 million. In early years we (5)..... .(to work) in a small office and we (6).....(to have) no computers. Everything (7)..... (to change) since we (8)..... (to move) to our new building. The early years (9).....(to be) very difficult. We (10).....(to face) a lot of problems. But in 1985 we (11)(to get) a government grant. We (12).....(to employ) more employees and (13).....(to invest) more in Research and Development. In recent years we (14).....(to expand) our range of products. These changes (15)..... (to result) in our strong position in the market.

Exercise 17. Read the passage and say what helped Ali Sharif set up his own company and be a success.

Ali Sharif joined a Textile Company in 1984 when he was 17 years old. Ali's first job was in the Production Department. Soon he moved into a clerical job in the company. At first, he dealt with orders, but soon he was the department manager. He changed departments again, this time moving into the Sales Department. He was a travelling salesman. He travelled throughout the country selling his company's products to textile firms and clothing manufacturers. It gave him much experience, as he studied the work of different departments.

In 1997 the company expanded its contacts and began selling its goods overseas. The company needed someone to sell its goods abroad, and Ali became the company's first overseas sales representative. He travelled overseas at least twice a month. He also spent his time at the company head office meeting overseas visitors, discussing new marketing ideas with the Marketing Department, making reports and dealing with orders.

In 2005 Ali set up a small-sized company. His business is very successful. His company's turnover in 2009 was \$5 million.

Exercise 18. Listen to the conversation between a bank manager and a client who is going to set up a company. Find out if the client wants to invest money or borrow money. Then complete the data sheet.

Line of business:
Competition:.....
Business partners:.....
Premises:.....
Major expenses:.....
Marketing strategies.....:

Exercise 19. Listen to the two dialogues and answer the questions.

	Ben Hoffman	Martin Pratt
1 What kind of business is it?		
2 Where is it?		
3 When did he/she start the business?		
4 How much capital did he/she invest?		
5 What problems had he/she setting up a business?		
6 How many full-time or part-time employees has he/she?		
7 What are his/her future plans?		

Exercise 20. Read the dialogue and answer the questions.

Discussing delivery terms

Exercise 21. Read the dialogue and answer the questions.

Discussing delivery terms

Receptionist: Good afternoon. Can I help you?

Sultanov: Good afternoon. We are here to see Mr. Benson. My name is Nodir Sultanov.

And this is Khamid Kasimov.

Receptionist: Have you got an appointment?

Sultanov: Yes, we have.

Receptionist: Jus*^a minute, please Ah, yes. Mr Benson is expecting **you**.

(She calls Mr. Benson) Mr. Benson, Mr. Sultanov and Mr. Kasimov are here to see you All right You may come in.

(They enter Mr. Benson's office)

Benson: inafternoon,

Sultanov: Good afternoon, Mr Benson. This is Khamid Kasimov, **our** Purchasing Manager.

Benson* Nice to meet you, Mr. Kasimov.

Kasimov: Nice to meet you too.

Benson: Will you take seats, please?

Sultanov: Thank you.

Benson: Would you like some coffee or soft drinks?

Sultanov: Just mineral water, please.

Benson: And you, Mr. Kasimov?

Kasimov: **Me too.**

Benson: (He calls the receptionist) Nancy, one coffee and two glasses of mineral water, please.

(Nancy brings coffee and mineral water)

Benson: Well, let's get down to business now. What can we do for you?

Sultanov: Well, Mr. Benson. We'd like to buy your machine-tools-68.

Benson: Have you seen our latest catalogue?

Sultanov: Yes, we have.

Benson: Our goods are of high quality. And, you know, we have just started producing a new more **updated** model of machine-'tools Model-75. It **conformsto** the latest technology. We have already received a lot of orders for it.

Kasimov: Can we have a look at it?

Benson: Here you are.

Kasimov: Thank you. Can we see them in operation?

Benson: Yes, of course, you can. Our machine tools always meet the requirements of our customers. They have excellent working characteristics. How many machine tools would you like to buy?

Kasimov: We'd like to buy 10 machine-tools-68.

Benson: And would you like to buy machine-tools of the latest model?

Sultanov: Yes, I think we can order 5 after we see them operation and if they meet our requirements.

Benson: And when do you need machine-tools-68?

Kasimov: Can you deliver them in May?

Benson: In May? I'm afraid, that's **impossible**. We can deliver only machine- tools-68 in May. We have a lot of orders for it.

Sultanov: And when can you deliver the balance of 5 machine-tools?

Benson: We can deliver them only in July. Does it suit you?

Sultanov: Yes, we can accept your delivery terms, if you can't send them sooner.

Answer the following questions.

1. What machine-tools would the customers like to buy?
2. How many machine-tools do they need?
3. When can the Seller deliver the machine-tools?
4. Do the delivery terms suit the Buyer?

Exercise 21. Listen to the two conversations and complete the table.

	Conversation 1	Conversation 2
Product		
Order number		
Number of products		
Delivery date		
Problems (if there are any)		

Exercise 22. Listen and say what product the customer wants to buy and how many, and what the reference number of the product is

Exercise 23. Complete these sentences with the correct prepositions if necessary.

1. We've just started producing a new model to meet the requirements.....our customers.
2. They launched the innovative equipment last month and have already received a lot.....orders.....it.
3. The products we are producing are.....the latest model.
4. We have received 50 *filing cabinets*. What about the *balance*.....25 units
5. *The Seller offered us a 4% discount, but the discount did not*

suit.....Us

6. *This company* is a leading manufacturer of compressors.....*high quality*.

7. We don't want to buy their *goods as they* don't conform.....the world standards.

8. We like their *goods but*we'd like to see them.....operation.

Exercise 24. Divide the students into groups. Each group should place a number from 1 to 14 to the stages in order from the most important to the least important when setting up a new business. Then each group should explain why they came up with their ratings. You can add any other stages that are necessary.

1	To find qualified people
2	To set short-term company objectives
3	To do a market research
4	To decide on a name for the company ^J
5	To make estimates of the 1 st-year costs
6	To make estimates of the 1 st-year income
7	To decide on a location for the company
8	To train personnel
9	To develop .marketing strategies
10	To detail start-up costs (land, building, equipment, insurance) J
11	To set up a budget for the new business
12	To decide what kind of business a person wants to establish
13	To set long-term objectives
14	To get funding for the new business

Exercise 25. Role-play 1.

Anvar Saidov is a young electronic engineer. He is working at a plant, **which** manufactures audio-visual equipment. He has invented a new device. If **producers** use it in audio-visual equipment, it may have a lower price. He thinks it **will be** a

good idea to set up his own company, which will produce this device. **He wants** to involve in the project people with good experience who are good at **running** companies.

a) **Analyze the case.** Answer the following questions.

1. What advice will you give Anvar about setting up his company?
2. What problems will he have to solve before starting up a business?
3. May Anvar start up a business abroad? What problems may he face there?

Act out a dialogue between Anvar and his friend. (More than one friend can take part in this conversation)

Exercise 26. Role-play 2.

Work in groups of 3 or 4. Think about a business you could set up.

Consider these questions:

- What kind of business will it be?
- Will you produce any goods?
- Will you provide any services?
- Will you sell any goods?
- Think about skills, experience, and contacts.
- What difficulties do you think you may face?
- How will you overcome them?
- Think about financing.
- What will you do if you face strong competition?

Exercise 27. Role-play 3.

You are launching a new project for which you need up-to-date equipment. Discuss the delivery terms with the Sellers.

Language notes

Numbers and symbols

Business people have to use a lot of numbers. Therefore it is important to **be able** to deal with them. Here are some rules:

1.Numbers.

Hundreds and thousands are separated by a comma (,): **5,675; 6,453,987.**

English people say: We say: “Six hundred, four thousand, five million, but hundreds of people, thousands of people, millions of people”.

The use of ‘and’ in numbers occurs only between hundreds and tens. We say: two thousand five hundred and sixty (2,560). American people do not use ‘and’ between hundreds and tens. They say: “Four thousand seven hundred sixteen (4,716)”.

2. Years.

1900 — nineteen hundred

1905 - nineteen oh five

1995 — nineteen ninety-five

2008 — two thousand and eighth (BrE), two thousand eighth (AmE)

3. Money.

\$ 12.99 — twelve dollars (and) ninety-nine cents

twelve dollars ninety-nine

twelve ninety-nine

£ 225.55 ~ two hundred and twenty-five pounds (and) fifty-five pence

two hundred and twenty-five pounds

fifty-five two hundred and twenty-five, fifty-five

€ 33.35 — thirty-three euros (and) thirty-five cents

thirty-three euros thirty-five

thirty-three, thirty-five

4. Decimal Numbers in decimal fractions are separated by a point (.) and not by fractions, a comma.

They are spoken separately. We should say: “Fifty-five point six five (55.65). A zero is spoken as ‘oh’ in British English and as ‘zero’ in American English: “Five point oh six (5.06)” or ”Five point zero six”. If a zero stands before a decimal point we say either zero or nought:

0.02 — nought point oh two or point nought point or two. After a decimal point, we say ‘oh:

0.001 - nought point or one.

5. Common Common fractions are spoken like this:

fractions.

1/2 - a (one) half

2/3 - two thirds

1 1/2 - one and a half

1/3 - a (one) third

5/8 - five eighths

23/5 - two and three fifths

1/4 - a (one) quarter

2/4 - two quarters

Rates and ratios.

1000 people per km 2 2:3 - two to three

6. Dimensions.

65 cm X 75 cm - sixty-five centimeters by seventy-five centimeters

7. Internet symbols. While using Internet we have to use some symbols. They are spoken like this:

/ - slash (Br\), stroke (Am.)

. – dot

@ - at

Degrees of comparison of adjectives

	Adjectives	Comparative	Superlative
One-syllable adjectives	Big Small Cheap	bigger smaller cheaper	the biggest the smallest the cheapest
Adjectives ending in y	Easy	easier	the easiest
Adjectives with 2 or more syllables	Difficult	more difficult	the most difficult
Irregular adjectives	Good Bad Little much, many	better worse less more	the best the worst the least the most

Present Perfect

to have + Participle II

Positive