

Module

I

Company

Unit 1

Company Profile



Unit Overview

By studying this unit, you are expected to:

- understand the description of a company's profile;
- know how to talk about a company's current situation and future development;
- know how to introduce a company;
- know how to write a memo.






Lead-in

Task 1 Work in groups. Here are five companies' logos in the first column of Task 2. Choose one of them and tell what you know about it.

You may talk about:

- What does the company produce or provide?
- Where is the company headquartered?
- Who are its main competitors?

Task 2 Match the information with the five companies.

Companies	Products and Services	Headquartered in	Main Competitors
 Nestlé Good Food, Good Life	banking and financial services	Germany	GE, Philips Electronics
 FedEx Express	energy technology, health care	Britain	DHL, UPS
 AIRBUS	food and beverage	France	Barclays, Standard Chartered
 HSBC The world's local bank	delivery services	Switzerland	Maxwell House, Kraft Foods
 SIEMENS	aircraft	US	Boeing

Reading A

Setting: Through years of development, Walmart has become one of the most well-known brands around the world. Anyone who has or hopes to establish a business relationship with it should learn some basic knowledge of Walmart.

Starting Point

Task 1 Work in pairs. Have you ever shopped in Walmart? If yes, tell your partner how you feel about it, like the goods' prices, the service and the environment. If not, talk about the supermarket where you often go shopping.



Walmart and China

When Sam Walton, the founder of Walmart opened his first store in 1962, he promised to provide customers with the lowest prices. In 1988, the company built its first Supercenter for one-stop shopping, and by the end of the decade, Walmart was operating in 29 states. Then, in 1991, the company opened its first international store in Mexico. Since then, Walmart has continued to expand abroad. Forty years after its foundation, Walmart has become one of the most recognized global brands.

In 2010 and 2011, Walmart was placed on the top of the Fortune 500 list. Now, its 10,130 stores in 27 countries, supplied by a network of more than 100,000 sources in 60 countries, are staffed by some 2.2 million employees serving 200 million customers a week.

Walmart entered the China market and opened its first Supercenter and Sam's Club in Shenzhen in 1996. Currently, Walmart operates a number of store formats in China including Supercenters, Sam's Clubs, and Neighborhood Markets. By March 1, 2012, Walmart had 370 units in 140 cities, and had created over 106,500 job opportunities across China.

Walmart's sales in China have risen substantially over the past decade. As China's retail market—the world's fastest-growing market—expands, Walmart's executives are looking forward to more growth to come. Sticking to local sourcing, Walmart has established partnerships with nearly 20,000 suppliers in China. Over 95% of the merchandise in its stores in China is sourced locally. China has become so crucial to Walmart's supply chain that in 2002, the retail giant moved its global sourcing headquarters from Hong Kong to Shenzhen. Over 20,000 Chinese suppliers reportedly provide Walmart with about 70% of the goods that it sells globally each year.

Upholding a win-win philosophy, Walmart China is committed to providing assistance to local communities for sustainable development. Growing together with the burgeoning Chinese economy, Walmart is on course to achieve even greater success in China.

New Words

one-stop /'wʌnstɒp/ <i>adj.</i>	一站式的；综合的 providing a range of products or services in one place
decade /'dekeɪd/ <i>n.</i>	十年；十年时间 a period of ten years
recognized /'rekəɡnaɪzd/ <i>adj.</i>	公认的；受到认可的 generally approved
brand /brænd/ <i>n.</i>	品牌 a product or group of products that has its own name
supply /sə'plai/ <i>v.</i>	提供；供给 to provide someone or something with something
network /'netwɜ:k/ <i>n.</i>	关系网，联络网 a group of people or organizations that are connected
staff /stɑ:f/ <i>v.</i>	为……配备人员 to provide an organization with the workers it needs
operate /'ɒpəreɪt/ <i>v.</i>	运营；经营；管理 to run a company or organization
format /'fɔ:mæt/ <i>n.</i>	安排；设计；组织方式 the arrangement, design or organization of something
opportunity /,ɒpə'tju:nɪti/ <i>n.</i>	机会 chance
substantially /səb'stænfəli/ <i>adv.</i>	可观地；很大程度地；大量地 by a large amount or degree
retail /'ri:teɪl/ <i>n.</i>	零售 the sale of goods directly to the public for their own use
expand /ɪk'spænd/ <i>v.</i>	(企业、组织) 扩展；发展；拓展 if a company, business, etc. expands, they open new shops, factories, etc.
executive /ɪg'zekjʊtɪv/ <i>n.</i>	行政主管；经理 a senior manager in a business or other organization
local /'ləʊkəl/ <i>adj.</i>	当地的；本地的 in or related to the area you live in
sourcing /'sɔ:sɪŋ/ <i>n.</i>	采购 buying a product or basic material from somewhere
partnership /'pɑ:tnəʃɪp/ <i>n.</i>	合作关系 the relationship between two or more people, groups, or countries, involved in an activity together
supplier /sə'plaiə/ <i>n.</i>	供应商 a company, organization or country that provides a product or service
merchandise /'mɜ:tʃəndaɪz/ <i>n.</i>	商品；货物 goods that people buy and sell
source /sɔ:s/ <i>v.</i>	采购；(从某地) 获得 to get a product or basic material from somewhere
locally /'ləʊkəli/ <i>adv.</i>	在当地；在本地 in the area where you live or that you are talking about
crucial /'kru:ʃəl/ <i>adj.</i>	关键的；至关重要的 very important
giant /'dʒaɪənt/ <i>n.</i>	大型的公司 a very large and successful company
headquarters /'hed,kwɔ:təz/ <i>n.</i>	总部所在地 the place where a company or organization has its main offices
reportedly /rɪ'pɔ:tɪdli/ <i>adv.</i>	据说；据传闻 used for showing that you are not certain something you are reporting is true
uphold /ʌp'həʊld/ <i>v.</i>	支持；拥护；维护 to show that you support something
win-win /,wɪn'wɪn/ <i>adj.</i>	双赢的 a win-win situation is one in which everyone benefits

philosophy /fr'lsəfi/ <i>n.</i>	理念；宗旨，思想体系 a system of beliefs that influence someone's decisions and behavior
community /kə'mju:niti/ <i>n.</i>	社区 the people who live in an area
sustainable /sə'steɪnəbəl/ <i>adj.</i>	可持续的 capable of continuing for a long time
burgeoning /'bɜ:dzənɪŋ/ <i>adj.</i>	迅速成长的；快速发展的 growing or developing quickly

Phrases and Expressions

a number of	若干；一些 used for giving a general idea of how many people or things you are referring to
look forward to	期待；盼望 to feel happy or excited about something that is going to happen
stick to	坚持；不改变 to continue to do or use one particular thing
supply chain	供应链 a series of processes involved in providing a product to someone
be committed to	致力于；投入 to make someone agree or promise to do something

Proper Names

Walmart	沃尔玛，美国一家大型连锁超市
Sam Walton	山姆·沃尔顿，沃尔玛的创始人
Supercenter	超级购物中心
Mexico	墨西哥
Fortune 500	(美国公司的) 财富500强，由美国《财富》杂志每年评选而出
Sam's Club	山姆会员商店
Neighborhood Market	沃尔玛社区店

Understanding the Text

Task 2 Answer the questions with the information you find in the text.

1. What was Sam Walton's pricing strategy when he opened his first store?
2. How many job opportunities had been created by Walmart in China by March 1, 2012?
3. What is Walmart's policy while establishing partnerships with suppliers in China?
4. To what percentage is the merchandise in Walmart China sourced locally?
5. What are Walmart's store formats in China?



Task 3 Rearrange the events according to the time order.

- a. Walmart moved its global sourcing headquarters from Hong Kong to Shenzhen.
- b. Walmart entered China's market.
- c. Walmart built its first Supercenter.
- d. Walmart opened its first international store in Mexico.
- e. Walmart took the first place on the Fortune 500 list.
- f. Sam Walton opened his first store.



Activity 1

Work in pairs. Make a conversation on Walmart's company profile. One asks questions and the other answers them.

Dealing with Language

Task 4 Complete the words that match the meanings on the right. The first letters are already given.

- 1. s _____ to find out where a product or basic material can be obtained
- 2. e _____ a person given the responsibility to manage the affairs of an organization and the right to make important decisions
- 3. b _____ a type of product made by a particular company, that has a particular name or design
- 4. m _____ goods that are being sold
- 5. r _____ the sale of goods in shops to customers for their own use
- 6. h _____ the main building or offices used by a large company or organization
- 7. p _____ a relationship between two people, organizations or countries working together in one or more projects
- 8. s _____ to provide people with something that they need or want

Task 5 Complete the sentences with the correct form of the words in Task 4.

- 1. Our national _____ are no worse than those foreign ones!
- 2. Our launch of the new cell phone was a success. We already have orders from seven _____ stores.
- 3. Several _____ of the school have voiced their opinions on the new project.
- 4. He is not sure whether it is right to move the company's _____ to Thailand.

5. The unsold _____ will be removed from the shelves in the supermarket by the end of this season.
6. He has _____ our restaurant with a variety of fruits and vegetables for five years.
7. Our path to success is to keep a close _____ with other factories.
8. The company is trying to _____ the material from manufacturers outside Japan.

Task 6 Translate the sentences. Key words and phrases are in brackets.

1. To deal with the changing environment, _____ (供应链的设计已得到很大的改进). (supply chain)
2. This development area _____ (致力于创造一个完美的投资环境). (be committed to)
3. _____ (这个新政策创造了一个双赢的机会) for the local government and foreign investors. (win-win)
4. The new CEO said he would _____ (坚持本土采购政策). (stick to, local sourcing)
5. _____ (不少公司建立了合作伙伴关系) since the trade fair. (a number of, partnership)

Focusing on Grammar

现在分词作状语和定语

现在分词由“动词原形+ing”构成，具有双重性。一方面，它具有动词的性质，可以用作状语，修饰句子中由谓语表示的主要动作。这个状语可以表示动作发生的时间、原因、结果、条件、方式，或表示主要动作发生时的伴随情况，通常相当于一个状语从句或并列分句。如：

Walking along the sands towards his boat, Crusoe saw in the sand the mark of a man's foot.

They would be able to reply to our signals, using similar methods.

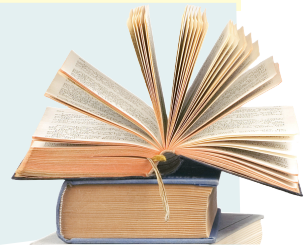
另一方面，它具有形容词性质，可充当定语。它作为定语时经常后置，相当于一个定语从句。如：

The man speaking to us the other day has gone to Japan.

Samples from the text:

Now, its 10,130 stores in 27 countries... are staffed by some 2.2 million employees serving 200 million customers a week.

Upholding a win-win philosophy, Walmart China is committed to providing assistance to local communities for sustainable development.



过去分词作状语和定语

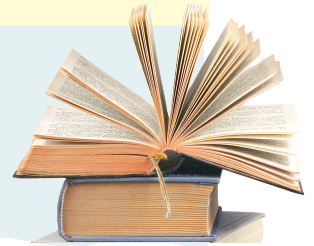
和现在分词类似，过去分词既可作状语，修饰主句的谓语动词，也可作后置定语，发挥形容词的功能。需要注意的是，无论是作为状语还是定语，过去分词的逻辑主语和它所修饰的名词、代词，都是该动词表达动作的受动者。如：

The disc, digitally recorded in the studio, sounded fantastic at the party that night. (充当定语)

Born into a peasant family, he had only two years of schooling. (充当状语)

Sample from the text:

Now, its 10,130 stores in 27 countries, supplied by a network of more than 100,000 sources in 60 countries, are staffed by some 2.2 million employees serving 200 million customers a week.



Task 9 Translate the sentences by using the “v-ed” form of the words in brackets.

1. 网上购买的商品价格一般比商店里的低。(buy)
2. 昨天会议上讨论的问题很难解决。(discuss)
3. 大多数受邀参加聚会的艺术家都来自南非。(invite)
4. 再给我几分钟时间，我就可以把它完成。(give)
5. 在夜里，高楼顶上的灯光看起来像天上的星星。(see)



Activity 2

The following are logos of three famous supermarket brands. Do you know them? Choose one of them and make a brief introduction to it.



Reading B

Task 1 Work in groups and discuss the question: What will you value the most if you are to find a local supplier for Walmart? List the things that you mention.

Setting: Peter Johansson, the Purchasing Manager of Walmart, is looking for some new ceramic tableware suppliers in China. He is now quite interested in a company named Joyye.

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Home >> About Us

Founded in 2001, Joyye Arts & Crafts Co., Ltd. has over ten years' experience in manufacturing and exporting ceramic tableware. With stylish designs and high quality, our products have been successfully exported to over 60 countries, with Europe and the United States as the two largest markets accounting for 90% of the total sales volume.

Our Art Center is the key which ensures the stylish designs of our products. It places strong emphasis on producing new designs that are always on trend so that our ceramics enhance the most modern of homes and grace any table. The Art Center also features a personalized service: It can make an exclusive design for individual customers based on their special interests or requirements.

High quality is ensured by our Quality Control Team. Sample inspection and constant monitoring are conducted by a group of experienced employees and all the materials that we use are of the highest quality. Our well-developed techniques ensure that all our products are dishwasher- and microwave-safe.

Joyye is dedicated to enriching your life with the finest craftsmanship both for practical use and artistic appreciation. Enjoy Joyye and enjoy life!

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 Contact: Susan Zheng

New Words

manufacture /ˌmænjuˈfæktʃə/ v.	生产；制造 to make goods in large numbers
export /ɪkˈspɔ:t/ v.	出口；输出 to send a product to another country
ceramic /sɪˈræmɪk/ adj.	陶瓷的 made from clay baked at a very high temperature so that it has become hard
tableware /ˈteɪbəlweə/ n.	餐具 things that you use when you are having a meal
stylish /ˈstaɪlɪʃ/ adj.	有格调的；入时的 showing good judgment about how to look attractive and fashionable
ceramics /sɪˈræmɪks/ n.	陶瓷器；陶瓷装饰品 ceramic objects
enhance /mˈhɑ:ns/ v.	增强；改善；提高 to improve something, or make it more attractive and valuable
grace /greɪs/ v.	使增色；使生辉 to make something more attractive, pleasing or interesting
feature /ˈfi:tʃə/ v.	以……为特色；是……的特色 to include or show something as a special part
personalized /ˈpɜ:sənəlaɪzd/ adj.	为某人特制（或特设）的 made in order to be esp. suitable for a particular person
exclusive /ɪkˈsklu:sɪv/ adj.	专用的；独享的 limited to a particular person or group and not shared with others
sample /ˈsɑ:mpl/ n.	样品；试样 an example or small amount of something that shows what all of it is like
inspection /ɪnˈspekʃən/ n.	检查；核查 an official process of checking that things are in the right condition
constant /ˈkɒnstənt/ adj.	经常发生的；持续不断的 continuous or regular over a long period of time
monitoring /ˈmɒnɪtərɪŋ/ n.	监控；检测 regular check on something in order to find what is happening
conduct /kənˈdʌkt/ v.	进行；实施 to do something in an organized way
dishwasher /ˈdɪʃ,wɒʃə/ n.	洗碗机 a machine that washes dishes
microwave /ˈmaɪkrəweɪv/ n.	微波炉 a machine that cooks food quickly by passing electricity through it
craftsmanship /ˈkrɑ:ftsmənʃɪp/ n.	手艺；工艺 the skill involved in making something beautiful or practical using your hands
artistic /ɑ:ˈtɪstɪk/ adj.	富有艺术技巧的 painted, arranged or done in a way that shows skill and imagination and looks beautiful
appreciation /əˌpri:ʃiˈeɪʃən/ n.	欣赏；鉴赏 pleasure in understanding something that is good or beautiful

Phrases and Expressions

- account for (在数量或比例上) 占据 to form, use or produce a particular amount or part of something
- sales volume 销售量; 营业额 the quantity or number of goods sold
- on trend 时尚的; 时兴的 in fashion; being fashionable
- be dedicated to (把时间和精力) 用在……上 (time and effort) to be spent on doing something

Proper Names

- Joyye Arts & Crafts Co., Ltd. 卓艺工艺制品有限公司
- Art Center 艺术中心
- Quality Control Team 质量监控小组

Task 2 After reviewing the website of Joyye, Mr. Johansson’s assistant is reporting to him the basic information of this company. Complete the conversation between Mr. Johansson and his assistant according to the text.

Assistant: Mr. Johansson, do you have a minute? I’d like to talk to you about the Joyye company that you asked me to make a research on.

Mr. Johansson: Yes. What do you know of it?

Assistant: Well, Joyye was founded 1. _____, quite young.

Mr. Johansson: What about its marketing?

Assistant: It focuses on overseas market. 2. _____ are the two largest markets, which take 3. _____ of its total sales volume.

Mr. Johansson: Er... how much do you know about its products?

Assistant: Its products feature 4. _____ and 5. _____, which is exactly what we care the most. Joyye has a(n) 6. _____ which is responsible for the products’ design. It also offers 7. _____ to make exclusive design for individual customers.

Mr. Johansson: How about the quality control?

Assistant: The 8. _____ conducts sample inspection and constant monitoring to ensure the high quality. And all the products are 9. _____ safe.

Mr. Johansson: Well, It seems we may try to contact them. Could you e-mail me the contact information of this company?

Assistant: Sure.



Task 3 Replace the underlined words with the correct form of the words and phrases in the box.

manufacture export enhance grace conduct account for

- How much is the service tip as part of the bill for the dinner?
- The company is going to publicize its corporate culture and improve the quality of its employees.
- The products of this company are sold to Europe in large quantity every year.
- Dishwashers produced by this factory are of high quality.
- During the summer vacation, they made a series of surveys on campus.
- The stylish design has made the wine bottles and chocolate bars more attractive offered at the reception.

Task 4 Complete the sentences with the correct form of the phrases in the box.

stylish design well-developed technique sales volume
personalized service sample inspection experienced employees

- _____ is to be conducted every half hour by our Quality Control Team.
- The report in May revealed that the fall in _____ was due to a series of mistakes in the market plan.
- We are trying to know the interests of the VIP guests in order to provide them with _____.
- Now the company starts to take measures to avoid losing highly _____ who may also find opportunities in other companies.
- The new car mode soon became quite popular among young people for its light weight and _____.
- The _____ can help to ensure the safety of the driver and passengers when the car is badly hit.

Task 5 Translate the sentences. Key words and phrases are in brackets.

- _____ (这位化学家多年致力于他的研究) and finally got the Nobel Prize. (be dedicated to)
- _____ (这家店的陶瓷餐具以时尚的设计为特色), and soon becomes famous among young tourists. (ceramic tableware, feature)
- Sorry, Madam. This room is unavailable now. _____ (它已经被预订, 仅供我们的贵宾客户使用). (exclusive, VIP guest)
- According to the report, _____ (第二季度售出的产品占今年全年总销售量的三分之二). (account for, sales volume)

Activity 3

Search online for a company's profile and complete the following information card. Then introduce the company to the class.

Company Profile

Name: _____

Established time: _____

The place of headquarters: _____

The number of employees: _____

Main products or services: _____

Other related information: _____

Listening

Task 1 Listen to three short conversations. Do the match work according to what you hear.



- 1. Goldstar Electric
- 2. American Express
- 3. Alcatel-Lucent

- a. headquartered in Seoul
- b. a French company
- c. with branches in more than 60 countries
- d. in the financial services business
- e. has an office in Hong Kong

Make a conversation about the company in Activity 3.

Setting: Mr. Johansson calls Susan, the head of Joyye, in order to know more about its products.

Task 2 Listen to the conversation. Complete the note according to what you hear.



Note

Message for 1. _____:

2. _____ Johansson from Walmart called. He is particularly interested in the Japanese sushi 3. _____, and would like to see 4. _____. His 5. _____ number: 0755####.

Susan's secretary, who got the call from Mr. Johansson, is now calling Susan to tell her about this call. Make a conversation between the secretary and Susan.

Setting: In Frankfurt, Susan accepts an interview from a program called World Business.

Task 3 Listen to the interview. Fill in the blanks with what you hear.

Interviewer: Good morning, and welcome to World Business. Tonight we focus on 1. _____, and our special guest is Susan Zheng, the head of Joyye Arts & Crafts in Guangzhou, China. Susan, please tell us what you do.

Susan: We design and produce ceramic tableware. These products sell quite well now.

Interviewer: I see. Where are your customers?

Susan: Most are 2. _____, particularly in Europe and the US.

Interviewer: And do you advertise there?

Susan: We advertise 3. _____, but we're still pretty small. So far, we get most of our contracts by attending trade fairs.

Interviewer: Trade fairs?

Susan: Yes, we're a regular exhibitor at Messe Frankfurt and Canton Fair. At the trade fairs, we're able to meet with our customers, both old and new.

Interviewer: Do you plan to expand?

Susan: Yes, of course. We're now cooperating with many high-end boutique shops, but the 4. _____ isn't big enough. We'd like to move into some new markets. Actually, I'm going to talk to Walmart.

Interviewer: So how do you see the future?

Susan: Well, we hope to keep building our client base in Europe and the US and we're developing in the Australian market. We've just opened 5. _____ in Melbourne and next month we might buy another ceramic factory because we're signing some big contracts in Australia.



Communication Project

Setting: Have you thought of starting your own business? Now here is a chance for you to draw a blueprint of your ideal business with your classmates.

Task 1 Form a group of 6 or 8, and each group chooses one student to take the note.

Task 2 Each member shares with the group the ideal business that he or she would like to set up. Each group chooses one to work on. The following are some questions for the group to discuss.

- What kind of products or services will your business provide?
- Is there any demand for your products or services?
- Is there anyone else doing the same business?
- In what way will you organize your company?
- Where should your company be headquartered?
- How many employees would you like to hire at the very beginning?
- What about the logo of your company?

Task 3 Introduce to your classmates your group's company profile.

Tip

As one group is introducing its company profile, other groups can act as investors. After the introduction, they can decide whether to invest money in the company or not.

Writing

Task 1 Read the two memos and answer the questions.

1. What are the necessary components of a memo?
2. How is a memo laid out?
3. How is a memo different from a letter?

Memo

To: All staff in HR Department
 From: Joan Tan, Head of HR Department
 Date: May 20, 2014
 Subject: Time change for next meeting

Please note that the meeting on Wednesday, May 21 has been changed to Friday, May 23.

Memo

To: All staff
From: Gloria Zeng, Director
Date: December 10, 2014
Subject: Staff New Year Party

Please note that this year's New Year Party will be held on December 31, from 11:00 to 16:00, in Sheraton Hotel. All your family members are welcome.

Please let Lily know by December 15 how many people from your family are coming. This will help with catering.

Task 2 Write a memo according to the situation given below.

Situation: You are the secretary of Suzan Zheng. Suzan called you after she talked to Mr. Johansson. She asked you to write a memo under her name to the Sales Department staff, informing them to select 3 sets of Japanese tableware samples and send them to Mr. Johansson as soon as possible.

Memo

Business Know-how

Making a Company Introduction

A company introduction usually contains the following information:

- History;
- Business scale and the number of employees;
- Company structure and management structure;
- Major products and services.