

1-5

*Invent a company*

# COMPANY PROFILE

1 What does your company do?

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2 What is it called?

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3 What kind of public image do you have?

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4 How many people do you employ?

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5 Where are your headquarters?

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6 Do you have offices in other countries? If so, where?

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7 What is your turnover, market share and net profits? Who is your main competitor?

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8 Are you growing, shrinking or holding steady?

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9 What are your most promising products and/or markets?

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10 What problems are you having and how are you dealing with them?

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Teacher's Notes

*Invent a company*

Worksheet Progress check

1-5

**ACTIVITY**

Groupwork: speaking

**AIM**

To invent a company and make a formal presentation of it.

**GRAMMAR AND FUNCTIONS**

Present simple and present continuous

**VOCABULARY**

*public image, employ, headquarters, turnover, market share, net profits, main competitor, growing, shrinking, holding steady, a promising product/market, to deal with a problem*

**PREPARATION**

Make one copy of the worksheet for each group or pair of students in the class.

**TIME**

30-45 minutes (depending on class size)

**PROCEDURE**

- 1 Tell the students that they are going to prepare and give presentations about companies which they are going to invent. Depending on the students' resourcefulness, prompt them to choose companies that represent a variety of products and services, small and large-scale concerns.
- 2 Divide the class into groups of three or pairs.
- 3 Give each group a copy of the worksheet.
- 4 Appoint a secretary in each group to make notes about their decisions.
- 5 The students invent answers to the questions and make notes.
- 6 Once most groups have finished, call the class together. Explain that they are now going to give a presentation of their company.
- 7 Elicit some of the language they will need.
  - What are they going to say at the beginning? (*Good afternoon, ladies and gentleman, I'd like to talk about...*)
  - What are they going to say at the end? (*Thank you for your attention. Does anyone have any questions?*)
 Of course, most students have more problems with the part in the middle. However, if they have a way to start and finish they will feel more confident when they do the activity.
- 8 Put the students back in their groups to plan a presentation to the rest of the class. Set a time limit for the presentation, e.g. 2 minutes.
- 9 Each group gives their presentation. If you have the facilities, you may wish to film or record the presentations for language analysis.

**FOLLOW-UP 1**

Ask each group to write the introductory page for the company's annual report, basing it on the information they have invented.

**FOLLOW-UP 2**

In multiple-client groups, students can prepare presentations of their own companies or simply write descriptions of them.