



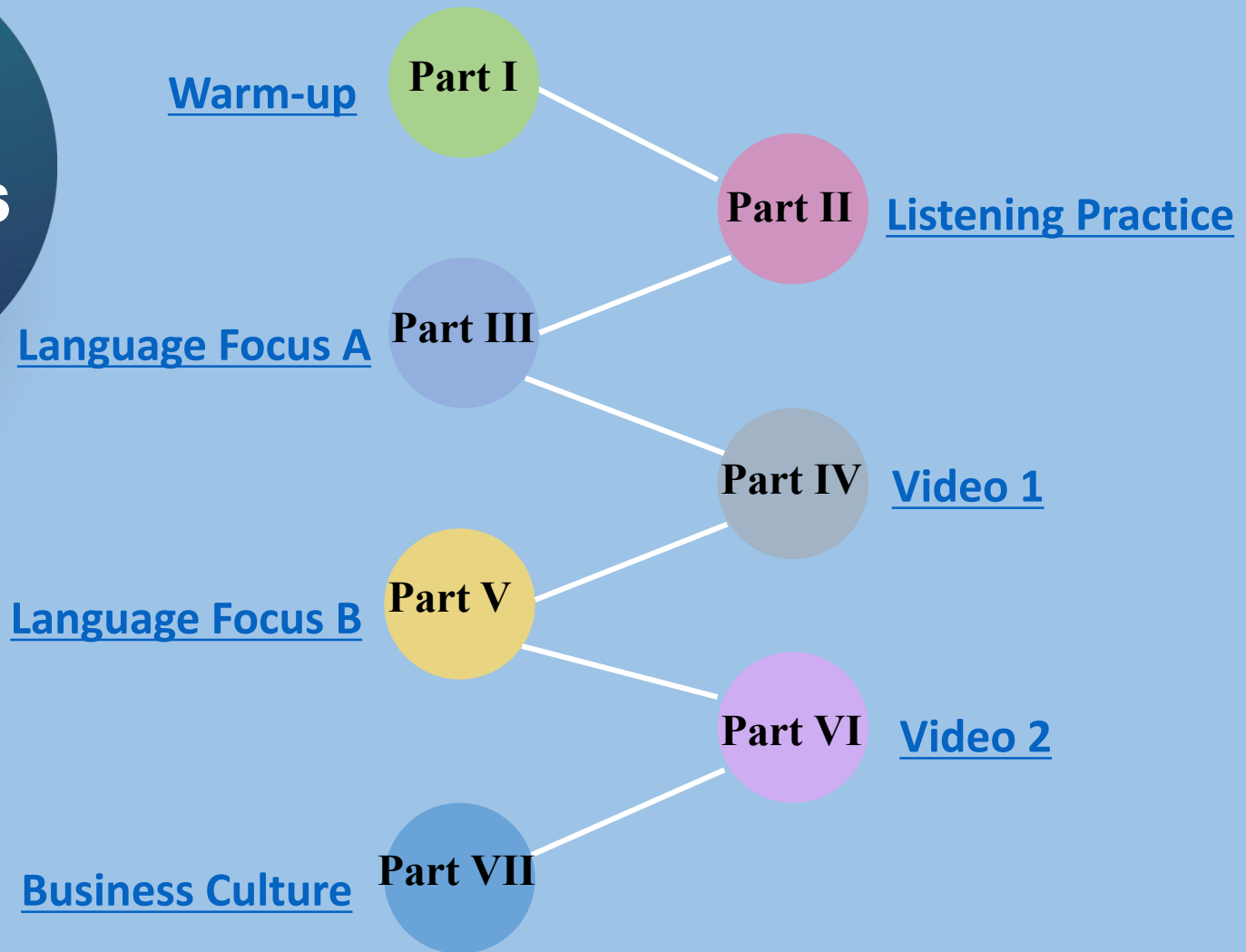
Unit 6

Company Presentations

Company Presentations

UNIT 6

CONTENTS





Warm-up

Work in pairs. The following are logos of six famous companies. What do you know about these companies? Talk about the ones that you know. Use the phrases in the box.



Mercedes-Benz



HUAWEI



It sells/supplies/provides services for/manufactures...

It's based in...

It's established in...



Sample 1:

Coca-Cola has a wide range of products, including the flagship soft drink bearing its name. Many Chinese Coke spokesmen, like Yao Ming, are super stars popular among the young generation. The fever for their idols contributes dramatically to a big increase in Coke's sales and market share in China. In 1985, the new Coke was introduced and soon found a major marketing failure—the public's reaction to the change was poor. The original Coke came back and re-branded as “Coca-Cola Classic”, resulted in a significant gain in sales. Coca-Cola's major competitor is Pepsi-Cola.

Sample 2:

KFC—Kentucky Fried Chicken is a chain of fast food restaurants based in Kentucky, US. KFC primarily sells chicken pieces, wraps, salads and sandwiches, while its primary focus is fried chicken. KFC also offers a line of roasted chicken products, side dishes and desserts. Outside North America, KFC offers other localised products. For example, the Chinese menu includes Chinese-style porridge for breakfast, Beijing Chicken Roll, *you tiao* or Chinese dough fritters. KFC's competitors in China includes McDonald's, *Wei Qian La Mian*, also known as Ajisen Ramen, a Japanese restaurant that has been doing very well in various cities throughout China and *Zhen Gongfu* or Real Kung-fu, a Chinese fast food chain which is showing a lot of promise.

Sample 3:

ANTA is a global company producing sportswear and equipments. Each year ANTA sponsors many excellent athletes and sports teams around the world, with the highly recognised trademarks of “Keep moving” and the red logo.



Listening Practice



Task 1

Here are some statements about the above companies. Listen and fill in the blanks with the exact words you hear.

- (1) Coca-Cola products are consumed at the rate of more than 1 billion drinks per day.
- (2) Sanyo is a(n) global manufacturing company with more than 60,000 employees worldwide.
- (3) KFC has over 13,000 outlets around the world serving some 8 million customers each day.
- (4) Founded in 1987, Huawei is committed to bringing digital to every person, home and organisation for a fully connected, intelligent world.
- (5) FedEx leads the express industry in connecting global customers with the world's fastest growing market, China.
- (6) Mercedes-Benz has been the world's most innovative car brand for more than 100 years now.

Script





Script

Script:

- (1) Coca-Cola products are consumed at the rate of more than 1 billion drinks per day.
- (2) Sanyo is a global manufacturing company with more than 60,000 employees worldwide.
- (3) KFC has over 13,000 outlets around the world serving some 8 million customers each day.
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- (6) Mercedes-Benz has been the world's most innovative car brand for more than 100 years now.



Task 2

New Words and Expressions

headquartered *adj.* 总部设在……的

headcount *n.* 职员总数

annual revenue 岁入，全年收入额

E-Business Platform 电子商务平台

E-Business Suite 电子商务套间

prestigious *adj.* 有声望的

shed light on 使……易于理解

establish *v.* 建立



1. You will hear a presentation delivered by the PR Department Manager of Oracle China. Listen to the first part of the presentation and fill in the blanks.

Distinguished guests, ladies and gentlemen, good morning. I am very honoured to have the opportunity to 1) address such a distinguished 2) audience. My name is Monica Li and I am in charge of the 3) PR Department of Oracle China. What I'd like to do today is to provide you with some general 4) information about Oracle Corporation and its latest developments in 5) China. Hopefully, this introduction can help you gain a better understanding of our company.

My presentation will be divided into 6) 2 parts. Firstly, Oracle, and secondly, Oracle China. The presentation will last about 7) 5 minutes. If you have any questions, please feel free to ask at the end of my presentation.

Script





Script

Distinguished guests, ladies and gentlemen, good morning. I am very honoured to have the opportunity to address such a distinguished audience. My name is Monica Li and I am in charge of the PR Department of Oracle China. What I'd like to do today is to provide you with some general information about Oracle Corporation and its latest developments in China. Hopefully, this introduction can help you gain a better understanding of our company.

My presentation will be divided into 2 parts. Firstly, Oracle, and secondly, Oracle China. The presentation will last about 5 minutes. If you have any questions, please feel free to ask at the end of my presentation.



2. Listen to the second part of the presentation, take notes and then complete a chart for the company profile.

Company Profile

Status: largest 1) enterprise software company in the world
first 2) global software giant in China

Established time: in 3) 1977

Headquarters: Redwood Shores, 4) California

Employees: over 5) 42,000

Annual revenue: 6) 11 billion dollars

Developments in China: Launched on China's market in 7) 1989
Set up Beijing Oracle Software Systems Co. Ltd. in 8) 1991

Oracle China Branches: Beijing, Shanghai, Guangzhou and 9) Chengdu

Services provided: 9i E-Business Platform, E-Business Suite, consulting service,
10) education and support services

Script





Script

I will start with Oracle, our parent company. Oracle Corporation, the world's largest enterprise software company, was founded in 1977 by Larry Ellison, Bob Miner and Ed Oates. Headquartered in Redwood Shores, California, Oracle's worldwide headcount now exceeds 42,000, with an annual revenue of 11 billion dollars. The company offers its Oracle 9i E-Business Platform and Oracle E-Business Suite, along with related consulting, education and support services in more than 145 countries around the world.

In 1989, Oracle formally entered China's market and became the first global software giant to open offices in China. Relational database technology originated by Oracle is now serving Chinese users. In July 1991, after nearly two years' hard work, Oracle established a wholly-owned company in Beijing—Beijing Oracle Software Systems Co. Ltd.—to better exploit and serve the rapidly growing market there. On August 8th, 2000, Oracle China formally opened its new offices in the China World Trade Centre, Beijing. This prestigious opening showed the development of Oracle's long-term involvement and commitment in the Chinese market. At present, Oracle China has set up branches in Beijing, Shanghai, Guangzhou and Chengdu, providing Oracle's 9i E-Business Platform and Oracle E-Business Suite, as well as related consulting service, education and support services for the Chinese market. By speeding up the localisation of products, applications, channels and services, Oracle has realised a continuing and healthy development of its business in China.

This is all I want to say about Oracle and Oracle China and I hope this brief introduction has helped shed some light on our company. So, are there any questions you'd like to ask before we move on?





Language Focus A



Greeting and self-introduction

Good morning/afternoon. I'm... and I'm in charge of the PR/HR/RD Department of...

Welcome to... My name is... I'm in charge of...

Ladies and gentlemen, it's an honour to address such a distinguished audience.

Introducing your presentation

I'd like to talk (to you) about the latest developments at our company.

I'd like to talk to you about our company's latest developments.

I'm going to talk about/explain/inform you about the launch of the new product.

The subject/focus of my talk/presentation is Company History/the history of our company.

We are here today to decide what action to take over the drop in sales.

The purpose of this talk is to give you the background to the restructuring.

I shall only take 10 minutes of your time.

This should last 30 minutes.

There are three parts to my presentation. They are Company History, Main Markets and People.

My presentation is in three parts/sections.

Firstly/First of all, we'll run briefly through the history of the company.

Secondly/Then/Next, I'll tell you something about our main markets.

Finally/Lastly/Last of all, I'll come to the people—our most important asset. I'll be glad to answer any questions at the end of my talk.

If you have any questions, please feel free to interrupt.

Linking the parts

Let's start with the first part/point.

Firstly, I'll tell you about...

Secondly, I'd like to talk about...

Now we move on to the second part/point.

Let's turn to the last part/point.

Finally,/A final point is...

In brief/In short, 2004 has been a successful year for our company.

To sum up, the domestic market is too important to lose.

In conclusion, we need to make more of an effort to improve productivity.



Follow-up Practice

1. Complete the introduction to the presentation with words from the list. Then listen to Rachel Rawlins and check your answers.

talk about

effort

look at

points of view

questions

brief

finally

hear

act as

go along

Good afternoon and thank you for making the 1) effort to be here with us today. My name's Rachel Rawlins and I'm responsible for public affairs. What I'd like to do today is to 2) talk about our recent corporate campaign. This 3) brief talk will hopefully 4) act as a springboard for discussion. I'm going to 5) look at the corporate campaign from three 6) points of view: firstly, the customers'; secondly, the financial institutions'; and 7) finally, the shareholders'. If you have any 8) questions, just interrupt me as I 9) go along. Your point of view may well be different, and we'd like to 10) hear from you.

Script





Script

Good afternoon and thank you for making the effort to be here with us today. My name's Rachel Rawlins and I'm responsible for public affairs. What I'd like to do today is to talk about our recent corporate campaign. This brief talk will hopefully act as a springboard for discussion. I'm going to look at the corporate campaign from three points of view: firstly, the customers'; secondly, the financial institutions'; and finally, the shareholders'. If you have any questions, just interrupt me as I go along. Your point of view may well be different, and we'd like to hear from you.

Follow-up Practice

2. You will hear 12 extracts from the introductions to two presentations, one internal, the other external. Decide which presentation each extract comes from and complete the table. The first one has been done for you.



Presentation	Extract
(1) Internal presentation: to colleagues at a budget meeting	a d, f, g, i, l
(2) External presentation: to delegates at a professional conference	b, c, e, h, j, k

Script





Script

- (a) My name's Nick Owen. I'm the new Finance Manager and I hope you won't give me too hard a time!
- (b) Ladies and gentlemen. It's an honour to have the opportunity of addressing such a distinguished audience.
- (c) The subject of my paper today is an analysis of the effects of a low-calorie diet on teenagers.
- (d) I'd like to tell you today about the results of our recent survey on potential cost savings.
- (e) My aims are to inform you of the recent research findings and to draw some tentative conclusions.
- (f) This talk should serve as the springboard for a discussion of the advantages and disadvantages of these savings.
- (g) I will take only ten minutes of your time this morning.
- (h) During the next half-hour, you will hear about a wide range of research.
- (i) I've divided up my presentation into three parts: firstly, we'll look at the level of savings that we need to reach; secondly, I'll run through the options open to us; and finally, I'll give my suggestions.
- (j) The subject can be looked at under two headings: firstly, the definition of this kind of diet; and secondly, the effects.
- (k) We have set aside ten minutes for the questions following the presentation.
- (l) Feel free to stop me at any time for questions.



Video 1

Making a start



New Words and Expressions

flip chart 活动挂图

asset *n.* 资产



Pre-viewing

1. Work in groups. Discuss the following questions with your group members.

- (1) If you had the chance to visit the local plant of a world-famous company (e.g. Coca-Cola, IBM), what would you want to learn about?
- (2) If you were the manager of the local plant of a world-famous company receiving a group of student visitors, what would you like to introduce?

Reference answer:

- (1) The company's products, culture, production procedure (e.g. how cars are assembled; how soft drink is filled and canned), environment (clean or not; safe or not), salary, welfare, annual events, future plans and job chances, etc.
- (2) The company's reputation/status, history, products, operation, markets, vision, missions, values, executive summary, performance, and employee/talent development, etc.

2. Look at the following pictures to have a rough idea of the video.

Company



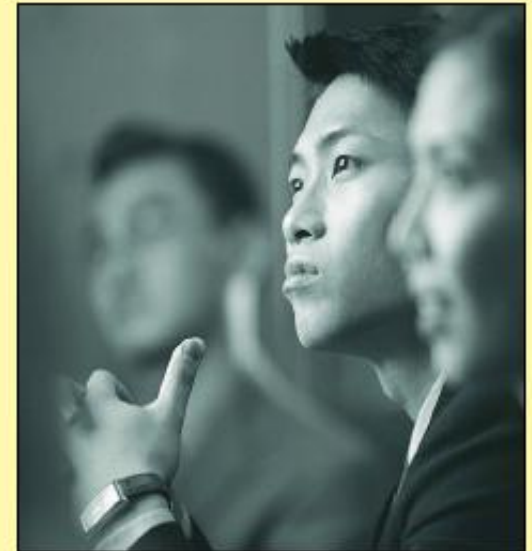
Standard Electronics is a high-tech electronics company. It organises regular tours around the plant.

Presenter



Geoff Bolton, the Factory Manager, is assigned to lead the tour.

Audience



Some university graduates arrive for a plant tour. They want to learn something about the plant.

Viewing

1. Watch the video and put the items in the correct order according to Geoff Bolton's introduction.

- a. purpose of the presentation
- b. name and position of the presenter
- c. history of the company
- d. length of the presentation
- e. organisation of the presentation

The correct order is: **b → a → d → e → c** _____.



Script



Making a start

Hello, and welcome to Standard Electronics. I'm Geoff Bolton, the Factory Manager in charge of the plant you'll be seeing today. I know you have come a long way today, so we aim to make your tour both interesting and worthwhile. Before we start the tour, I'd like to give you a brief presentation about the company. It will last about 15 minutes and I'll be using the flip chart. Since there's quite a lot to cover, I'd be grateful if you'd hold any questions until the end of my talk.

As you can see, I've divided up my presentation into three main parts. First of all, we'll run briefly through the history of the company. Secondly, I'll tell you something about our main markets—this is important in understanding the production process. And finally, I'll come to the people—our most important asset.

OK! Let's start with the history. Standard Electronics started out as a private limited company when it was first established in 1985.



Post-viewing

Work in small groups. Prepare and give a one-minute introduction to each of the following presentations.

	Presentation A	Presentation B	Presentation C
Audience	Foreign VIP visitors	New employees	Colleagues
Subject	About the university	Company organisation	A new promotional project
Purpose	To introduce	To inform	To persuade
Time	10 minutes	5 minutes	2 minutes



Language Focus B

Talking about company profile



Company history

Our company was established/founded/set up in...

The company is an export-oriented company with a 15-year history.

The company started out as a workshop with four workers.

Last year, it merged with a multinational company.

Line of business

Our company engages in the production/trading of electronic products.

We are in insurance line.

We carry out business operations in the following areas...

We deal exclusively in cosmetics.

Others

Our site covers/occupies/has an area of 66,000 square metres.

This is a Japanese company with its headquarters in Tokyo.

It has a staff of more than 3,000.

The company has a production capacity of 80,000 cars.

Our company has an annual turnover of \$8 billion.

Our main products are laptop computers.

Our market share in Canada has increased by 4.5% this year, accounting for 20% of the total sales.

Our sales last quarter were \$5 million.

Our company has been certified by the ISO9002 system.



Follow-up Practice

1. Listen to the presentation and complete the notes about the presentation.

Business Consultant Services

Provide 1) business software and consulting services

Head office in 2) Seattle

About 3) 4,000 employees

1,800 clients (large corporations; small & medium-sized businesses)

Annual income: 4) 90 million dollars

In Thailand since 5) 2000; number of accounts: about 6) 29

Also in China, Singapore, and 7) Malaysia

Script



Script

I'd like to welcome all of you here today. First, I'm going to tell you about our company, Business Consultant Services, and the positions we are hiring for. After that, we'll have some time for questions. OK?

Business Consultant Services provides business software and consulting services. We started out in 1997. Our head office is in Seattle, in America, but we have offices all over the world, and we have approximately 4,000 employees. We have 1,800 clients worldwide. Many of our clients are large corporations, but we also work with small and medium-sized businesses. Our annual income in 2003 was about 90 million dollars.

We're growing pretty fast right now, and a lot of our growth is in Southeast Asia. We came to Thailand in 2000, and we now manage about 29 accounts here. We're opening another office in the south of Thailand this month. In addition to Thailand, we have a very busy office in China. We're working for an oil company in Singapore, and we're starting a large project for a bank in Malaysia.

So, this is why we are looking for new employees and why I am here. In fact, this is why we're all here. We have openings for...



Follow-up Practice

2. Work in pairs. Take turns and give the presentation referring to your notes.



Part VI

Video 2

What is the point?



New Words and Expressions

brewery *n.* 酿酒厂

profit *n.* 利润

corporate image 公司形象

Pre-viewing

1. Work in groups. Here are several aspects about ingredients of failed presentations. Rank the severity and exchange ideas in your group.

- a. getting lost in details
- b. going off topic
- c. running over time
- d. pretending to know all
- e. poor organisation of content

- f. uncomfortable voice pitch or pace
- g. improper dress
- h. overuse of visual aids
- i. overuse of body language

Rank the severity: _____.

2. Look at the following pictures to have a rough idea of the video.

Company



Snowow Brewery, a traditional company, wants to make some changes in order to improve the corporate image.

Presenter



Joan Cooper is the new PR Manager at Snowow. She organises a meeting to discuss whether the brewery's corporate image needs to be changed.

Audience



Senior managers of the company and some outside consultants

Watch the video. Note down what Joan Cooper does badly. Use this checklist to help you.

Checklist

Overall

- ☐ Does she consider the audience?
- ☐ Does she have clear objectives?

System

- ☐ Is her presentation well-prepared?
- ☐ Is there a clear structure (beginning, middle, end)?

Delivery

- ☐ Does she speak clearly?
- ☐ Does she speak at the right speed?

Body language

- ☐ Does she maintain eye contact with the audience?
- ☐ Does she appear confident and positive?

Visual aids

- ☐ Are the visual aids clear and helpful?
- ☐ Does she use the equipment professionally?

Other comments



00:05 / 03:00

Script



Script

What is the point?

I'm sorry I'm a bit late... um... I'm not exactly sure how to start this... um... I suppose I should start by telling you something about the brewery... It's old of course, very old, and... it was founded in 17... 1778. Yes, I think that's right. So it's a very old brewery and... um... we use traditional production methods and our products are very, very old... um... very traditional. Um... oh, we also do European type beer and, well, sales have increased a lot over the last year.

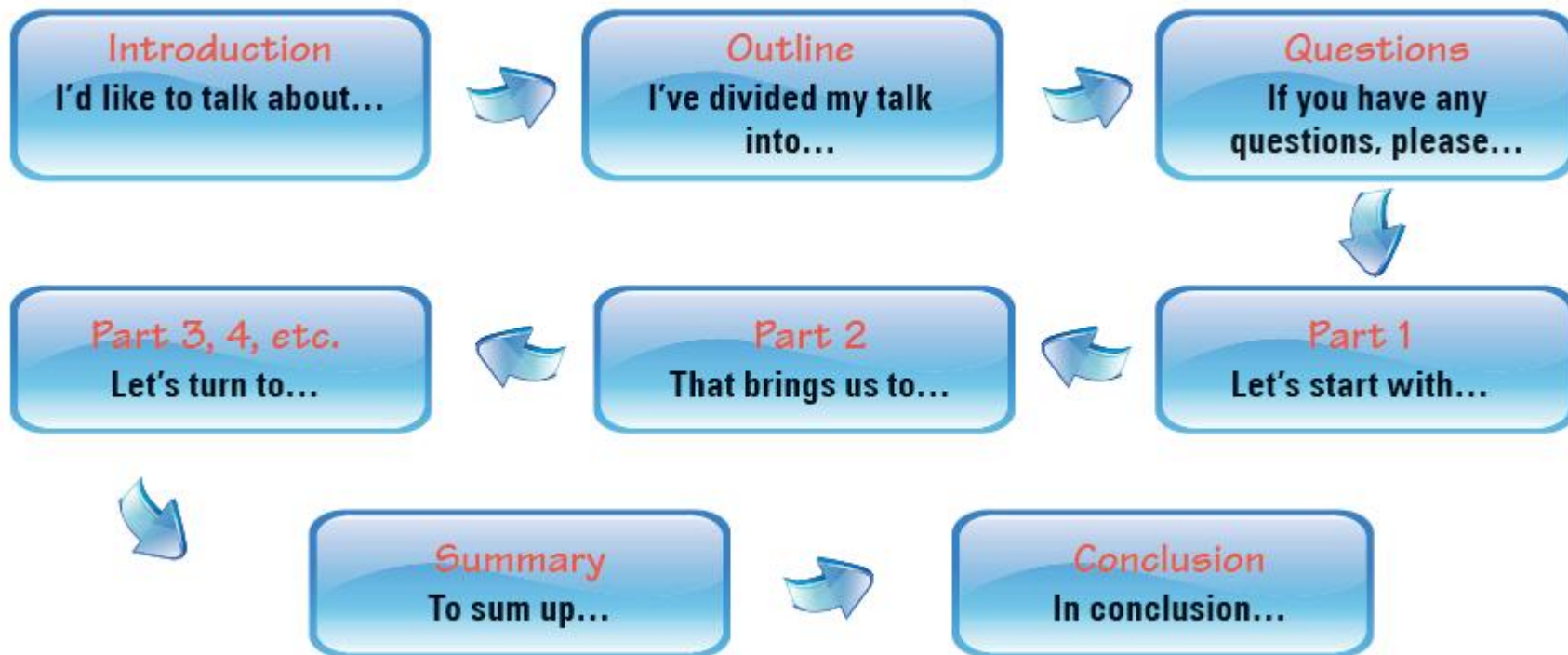
Of course, we were a family firm. Well, in fact, we still are a family firm. As you know the present owner is Ralph Barrald... um... we continue to run as a family firm and this is important to the corporate image. Well, in fact, this is why we're here today to discuss the corporate image and decide if we... well, if it needs to change. We also have horses... You may have seen them delivering the beer to the local pubs? Yes?

Yes, yes... um... production has actually dropped a little over the last few years, although profits have actually gone up and that's something we need to discuss... I mean can we continue as a small, independent brewery?

Anyway, that's about it. So... um... that's the main question today. So I don't know whether that helps at all, but it's all I can think of really, so I, I'll leave... I'll leave... I think that's that, so I'll leave it there, OK? Right?

Post-viewing

1. Work in small groups. One of the worst things about the presentation is its lack of organisation. Look at the flow chart below and your notes. Try to work out a well-organised framework of Joan Cooper's presentation.





Sample

Good morning. My name's Joan Cooper, and I'm now in charge of Public Relations in Snowow. One of my tasks is to define a clear company image, which will carry us forward into the new decade. For this reason, I have asked you all to join me here today. Before we start I'd like to outline three main aspects which have contributed significantly to the brewery's image. The first is our products, the second, our markets and distribution in particular, and the third, our people. So let's just spend the next few minutes reviewing these three elements... and please, interrupt me if you have any questions to raise.

Let's start with the products. Our products are very diverse... This product has always been positioned at the top end market and it's only available through selected retail outlets... This one has an entirely different personality. It's brewed in a traditional way and sold at a medium price in most supermarkets.

So, as you can see, these are two very different products. One... the other ... One point for discussion, then, is whether we would maintain such different products in our range.

Now let's move on to marketing...

Thirdly, the people. By "people", I mean the workers and the management...

Before we move on, are there any questions you'd like to ask?



Post-viewing

2. Work in small groups. First, read the cards below and then choose Role A or B. Prepare a two-minute introduction to a presentation about yourself, the company and its plans. Then choose the best presenter in your group to give a whole presentation.



Role A

Position: Technical Director, Mata Shoes

Duties: —responsible for quality control of products
—works with the Design Department to create new products

Company profile: —one of the biggest shoe manufacturers in Brazil
—manufactures shoes under the brand name “Daniela”
—sales in over 20 countries

Employees: 20,000

Turnover last year: US\$550 million

Plan: to enter new markets next year



Role B

Position: Representative, Medi-Care

Duties: —organises campaigns to promote the work of Medi-Care
—recruits doctors and other medical staff to work in developing countries

Company profile: —international reputation
—non-profitmaking organisation
—operates several campaigns each year in different countries
—funded by governments and business corporations

Employees: 10 full-time administrative employees in the office

Turnover last year: US\$10.8 million

Plan: to develop a new advertising campaign for Medi-Care



Part VII

Business Culture



How to Make an Effective Presentation

Here are some tips that may help make your audience listen to you and remember the information you give.

Analyse your audience

Anticipate what your audience wants to know. Once you know their needs, you can figure out how to “sell” the benefits of your topic to them.

Keep confident

Confidence is the main secret of being a good presenter: you have to be confident to show confidence. You must be inspired by the deep belief that you can succeed. To have faith in yourself and your message, explore all phases of your subject and ask yourself how your talk will help the audience to get what they want. Tell yourself you can do it and that you are more qualified than any member of the audience to give this presentation. Remember careful preparation provides the solid ground you need to support your self-confidence.



Make a good first impression

The audience sometimes makes decisions from your first appearance and first words. Carefully plan your opening sentences and practice them repeatedly. The advice is: use short sentences and keep technical information at a minimum. You can grab attention with a joke, an interesting fact, a short anecdote, a quotation... something designed to arouse curiosity and get the audience looking at and listening to you.

Speak with passion

Selling is a transfer of emotions. When you speak, make the audience sense how strongly you believe in what you are saying. If you want people to give you their undivided attention, they must hear and see in you an unwavering commitment to your message.

Use videos

Videos can be effective aids if you use them at the appropriate times. Videos can illustrate an idea and put it into action. The theme of the video must correspond with the main points you are discussing. A Q&A period, discussion or handouts should accompany the video.



Text Bank

McDonald's Corporation

McDonald's is the leading global food service retailer with more than 30,000 local restaurants serving nearly 50 million people in more than 119 countries each day. It is one of the world's most well-known and valuable brands and holds a leading share in the globally branded fast food segment of the informal restaurant market in virtually every country in which they do business. McDonald's serves the world some of its favourite foods—world-famous French Fries, Big Mac, Quarter Pounder, Chicken McNuggets and Egg McMuffin.

The first McDonald's restaurant opened in Des Plaines, Illinois by McDonald's Corporation founder, Ray Kroc, on April 15th, 1955. First day's revenues—\$366.12! In 1965, McDonald's went public with the company's first offering on the stock exchange. A hundred shares of stock costing \$2,250 dollars that day would have multiplied into 74,360 shares today, worth over \$1.8 million on December 31st, 2003, and almost \$2.4 million on December 31st, 2004. In 1985 McDonald's was added to the 30-company Dow Jones Industrial Average.



McDonald's has always been a franchising company and has relied on its franchisees to play a major role in its success. McDonald's continually seeks qualified individuals to become franchisees, and has added approximately 100 new franchisees to the system each year for many years. There are an increasing number of restaurant opportunities available in small towns and in areas representative of a diverse customer base. An individual must have a minimum of \$175,000 of non-borrowed personal assets to qualify financially.

Now McDonald's is popping up in more non-traditional locations like Amoco and Chevron stations, with full menu offerings and dining room seating, just like you'll find in any traditional McDonald's.

Discussion:

1. Have you ever eaten in McDonald's restaurants? Do you like its food and service?
2. Do you think McDonald's needs to localise to achieve greater success in China?
3. Can you suggest an ideal place in your city for a new McDonald's restaurant? Why?

The background features several large, overlapping, irregular shapes in shades of blue, teal, and pink. Some of these shapes have internal patterns: a pink shape with a white dot pattern, a pink shape with horizontal white stripes, and a teal shape with a white dot pattern. A dark blue circle is centered on the page, containing the word "THANKS" in white, bold, sans-serif capital letters.

THANKS

