

# COMPANIES



## OVERVIEW

- **Reading:**  
*Expansion in a Downturn*
- **Language Work:**  
*Nouns (2)*
- **Skills:**  
*Presenting Company*
- **Applied Writing:**  
*Rewrite your company profile*

## Getting Ready

Before reading, discuss the questions.

1. Which do you think has more difficult time in an economic downturn – big companies or small ones?
2. Give example for your previous answer.

## Word Power

### A. Read the short text about “The Shop Floor of The Factory”

This is where products are **manufactured**. Modern factories have fewer workers than in the past – this is because of **automation**, and most factories use the same style in arranging their workers’ job, they called it an **assembly line**. On an assembly line, workers **fit** the different parts. In a certain time, **supervisors** inspect each stage to make sure the product meets **the required standard**.

*Taken from: English Vocabulary in Use*

### B. What do the bold words mean? Try not to search in your dictionary but understanding it through the sentences in that paragraph.

1. Manufactured  
→ .....
2. Automation  
→ .....
3. Assembly Line  
→ .....
4. Fit  
→ .....
5. Supervisors  
→ .....
6. The required standard  
→ .....

**C. Write down three nouns that could follow each of these verbs. You can use the same noun more than once.**

1. Write *a letter* / \_\_\_\_\_ / \_\_\_\_\_
2. Send \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_
3. Make \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_
4. Arrange \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**D. Replace the bold verb using a different verb with the same meaning in this context.**

1. This particular machine is **made** in Germany.  
\_\_\_\_\_
2. I help them to **assemble** the different parts.  
\_\_\_\_\_
3. The supervisor always **inspects** our work carefully.  
\_\_\_\_\_
4. When the books are printed, they are **kept** in the warehouse.  
\_\_\_\_\_
5. The factory said they'll be able to **take** the furniture to the shops next Monday.  
\_\_\_\_\_

## Reading Passage

Get as much information as possible from the text.

### Text 1

## Expansion in a Downturn

*By: Harriet Arnold*



Expansion in an economic downturn is possible for smaller businesses, says Colin Barrow, director of the business growth and development programme at Cranfield School of Management. The challenges are tougher than in good times but small and medium-sized enterprises can still grow, he says, and some of them may be better placed than bigger businesses. He says owner-managers should focus on customers and finance: - Hang on to customers and research how much more they could order from the business. –concentrate on working capital—‘the smaller the business the worse they are at controlling capital,’ says Mr. Barrow. He says that often the money they need is already there: ‘Many small companies take 90 days to collect payment. Finding ways ways to reduce that to 35 days would greatly reduce the cost of capital.’

The area of greatest weakness in most small businesses’ strategic thinking is in finance. ‘Most small companies are financed by overdraft, the worst source of money,’ he says, and advises building links to other source of finance.

*Taken from: The Financial Times – Market Leader*

### **A. Now scan the text and circle your answer. Which of these statements is T for TRUE, F for FALSE according to Collin Barrow?**

- |  |   |   |
|--|---|---|
| 1. It is not possible for small companies to grow during economic downturns.     | T | F |
| 2. Small companies are in a worse situation than big companies during downturns. | T | F |

- |  |          |          |
|--|----------|----------|
| 3. Small companies should look especially at their customers and their finances.   | <b>T</b> | <b>F</b> |
| 4. If small companies were paid more quickly, they would have fewer financial problems.  | <b>T</b> | <b>F</b> |
| 5. Overdrafts (borrowing money from a bank by spending more than is in your account) are a good source of finance in case of difficulty. | <b>T</b> | <b>F</b> |

**B. Complete the different forms of these words from the article. The first one has been done for you.**

	<b>Noun</b>	<b>Verb</b>
1.	Growth	Grow
2.	Development	.....
3.	Challenge	.....
4.	.....	Research
5.	.....	Control
6.	.....	Collect
7.	.....	Reduce
8.	Cost	.....
9.	Finance	.....

- C. If you work or have worked in a small company, do you agree with Collin Barrow that keeping customers and persuading them to order more cause a big problem? Why or why not? Is this also true for larger companies?**
- D. There are times when the company we work in is facing critical situation. Looking up the problem in Text 1, do you think that tips in Text 2 below will help? Which one is helpful and which one is not?**

**Text 2**

## **Leading Companies Out of Crisis**

*By: Doug Yakola*

Rarely is the executive who stepped back to review his or her own plans objectively, asking “Is this what I thought would happen when I first started going down this road?” That’s a problem, Yakola says, because acknowledging that your plan isn’t working is a necessary first step.

Yakola joined McKinsey’s Recovery & Transformation Services as a senior partner in 2011. Here, he offers some ways ailing companies can get started on the turnaround work they need.

- a. Force yourself to criticize your own plan
- b. Focus on cash
- c. Create a great change history

- d. Treat every turnaround like a crisis
- e. Replace a top-team member – or two
- f. Find and retain talented people

A turnaround is also a real opportunity to find the next level of talent in an organization. I've been through multiple crises where the people who added the most value and impact weren't the ones sitting around the table at the beginning. I have often found great leaders two and three levels down who are just waiting for an opportunity—and the fact that they can be part of something bigger than themselves, saving a company, is often enough to attract and retain them.

For both groups, it's important to realize that retention isn't always about money and bonuses. It's also about figuring out the individual's needs. Good turnaround managers actively look for those people and find a way to get them involved.

*Adapted from: mckinsey.com*

**E. Answer the questions based on your best understanding and knowledge.**

1. Why should we criticize our work plan?

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2. According to you, is it right to fire one or more employees for rebuilding company's image?

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3. What do you think the author's mean by 'focus on the cash'?

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## NOUNS (2)

In the previous chapter, you are explained about *one-word nouns* and nouns which are derived from verbs, adjectives, and other nouns. Now, in this chapter, you will learn about Compound Nouns.

### Nouns formed with *Gerund (-ing) + noun*

1. When a noun has *two* or more parts (e.g. *classroom*), we call it a *Compound Noun*. We can make compound nouns with the *-ing* form: e.g. dancing-shoes\*

2. The *-ing* form can sometimes be an adjective:

- Can you see that *dancing couple*? (couple that is dancing)

\*the use of a *hyphen (-)* is a sign of Compound Noun. Compare it with the second example.

### Compound Nouns which show materials and substances

1. Names of materials and substances (*leather, gold*) are like adjectives when we use them to form Compound Nouns: *a watch made of gold* → a **gold watch**  
These words are like adjectives but they remain nouns because they do not have comparative or superlative forms and we cannot put *very* in front of them.

2. Two important exceptions are *wood* and *wool*, which have adjectival forms:

*A table made of wood* → a **wooden** table

*A dress made of wool* → a **woolen** dress

3. There are adjectival forms for words like *gold*: *glass/glassy, gold/golden, leather/leathery, silver/silvery, silk/silky/silken, steel/steely, stone/stony*.

We use them to mean 'like': a **golden** sunset (a sunset is like gold)

#### A. Put a tick if the second word is part of a compound noun.

1. You need a pair of *running shoes* ..✓..
2. We sat beside a *running stream*. \_\_\_\_
3. Put it in the *frying pan*. \_\_\_\_
4. I like the smell of *frying sausages*. \_\_\_\_
5. This water is near *boiling point*. \_\_\_\_
6. I need some *boiling water*. \_\_\_\_
7. Where are my *walking shoes*? \_\_\_\_
8. Vera is a *walking dictionary*. \_\_\_\_

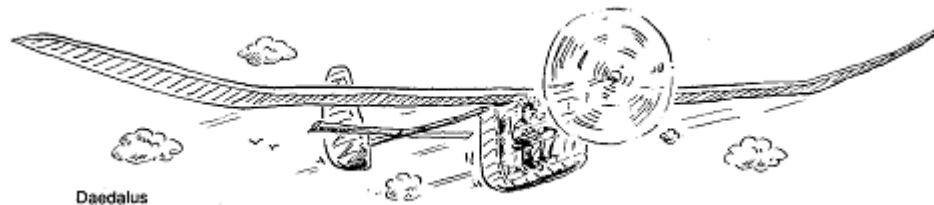
**B. Make compound nouns or use adjectival forms.**

1. A raincoat made of plastic → *a plastic raincoat*
2. Hair like silk.
3. A table-top made of glass.
4. A spoon made of stainless steel.
5. A pullover made of wool.
6. A blouse made of cotton.
7. A teapot made of silver.
8. Silence like stone.
9. A tongue like leather.
10. A spoon made of wood.

**C. CONTEXT**

Refer to the words in brackets and put in the right compounds.

**GREEK BIRDMAN**



You probably remember the story of Daedalus, who made (*wings of feathers*) feather wings for himself and his son, Icarus, to escape Minos, King of Crete. A young Greek, Kanellos Kanellopoulos, recently repeated this journey in (*a machine that flies*) \_\_\_\_\_ called 'Daedalus'. His (*path of flight*) \_\_\_\_\_ was from Crete to Santorini, a distance of 119 kilometres. Kanellos, (*a cyclist who is a champion*) \_\_\_\_\_, didn't use wax and feathers, but (*power from pedals*) \_\_\_\_\_ to drive his machine. He was in the (*seat of the pilot*) \_\_\_\_\_ for 3 hours and 5 minutes. His (*machine made of carbon fibre*) \_\_\_\_\_ weighed 31 kilos and its wings measured 34 metres. Icarus, in the old story, flew too close to the sun. The wax that held his wings melted, so he crashed into the sea. Kanellos, however, kept 3 to 4 metres above the water and had a good (*wind from the south*) \_\_\_\_\_. He broke the record for human-powered flight previously set up by Bryan Allen, who 'cycled' 35.8 km across the English Channel.



## USEFUL LANGUAGE

### PRESENTING YOUR COMPANY

Imagine that one day you will be the representative of your company to present its profile. You cannot avoid it, anyway because speaking in front of public is a must for those who want to show their confidence. Don't worry, we will share the way but, it all depends on your confidence. Once again, be confident!

#### *Introducing Yourself*

- Hello everyone, my name's Pramono Candra. I'm Director of Human Resources at BnB Fashions.
- Good morning. I'm Pramono Candra, Director of Human Resources, BnB Fashions.



*Don't make too long introduction. Be confident is a must, but too much confidence is awful 😞*

#### *Stating Your Aim*

- My purpose today is to talk to you about our company.
- Today, I'd like to talk about our new projects.

**“MAKE IT BRIEF!”**

The use of Time Sequence will help you organize the content of presentation.

#### **Time Sequence:**

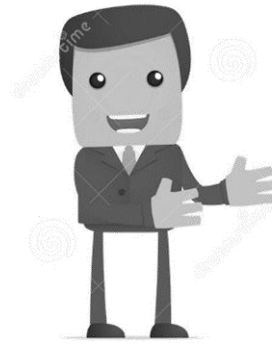
*First, Next, The Second, Then, Finally, Last.*

#### *Outlining the Presentation*

- **First**, I'll give you some basic information.
- **Next**, I'll talk about our products.
- **Then**, I'll discuss the reasons for our success.
- **Finally**, I'll tell you about our advertising and marketing.

### Providing Information

- Here are some basic facts...
- Here are some key facts about our company.
- Moving on now to our mission



*Don't forget to give chance to audience to ask.  
They won't understand it all, anyway.*

### Ending the Presentation

- Thank you very much for listening to my presentation.
- Thanks for coming to my talk. Are there any questions?

#### A. Here are some well-known company in Indonesia.



Ayam Goreng Nelongso



Baskin Robbin Indonesia



Waroeng Steak & Shake



Eiger



Sinar Dunia

- B. Choose one picture. You may search another company which is also famous in Indonesia. Work in group of 5 members and plan a business presentation about your product.**

<b>Opening</b>	
<b>Aiming</b>	
<b>Outlining &amp; Explaining</b>	
<b>Closing</b>	

- C. Present your product in front of the class. For now, just pretend that your classmates are the promising investors which have been targeted by your company. Your presentation should be 10 minutes at most. Remember. Too much information is boring. 😊**

## Writing

### REWRITE YOUR COMPANY PROFILE

You have presented your company profile in front of investors. They did give you much input of how to improve your product. Based on what you got in the presentation session, you will now rewrite (means: you fix some items based on suggestions).

**A. Start from listing some suggestions you got in presentation session.**

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_

**B. Just like what you did in the previous session. Write again your company profile.**

<p><b>Opening</b> <i>Your company's field (fashion, food, electronics, etc.)</i></p>	
<p><b>Aiming</b></p>	

**Outlining  
&  
Explaining**

*Explain your new  
product*

**Closing**

*Write some  
persuasion  
statements*