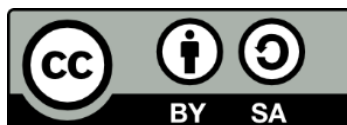


ΑΓΓΛΙΚΑ III

Ενότητα 02: Company Profiles

Ζωή Κανταρίδου

Τμήμα Εφαρμοσμένης Πληροφορικής



Ευρωπαϊκή Ένωση
Ευρωπαϊκό Κοινωνικό Ταμείο



ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ
ΕΙΔΙΚΗ ΥΠΗΡΕΣΙΑ ΔΙΑΧΕΙΡΙΣΗΣ

Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



ΕΣΠΑ
2007-2013
Πρόγραμμα για την ανάπτυξη
ΕΥΡΩΠΑΙΚΟ ΚΟΙΝΩΝΙΚΟ ΤΑΜΕΙΟ

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Ευρωπαϊκή Ένωση
Ευρωπαϊκό Κοινωνικό Ταμείο



ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ
ΕΚΠΑΙΔΕΥΣΗ ΚΑΙ ΔΙΑ ΒΙΟΥ ΜΑΘΗΣΗ
επένδυση στην κοινωνία της γνώσης
ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ
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•Look at the following company names. Which sector of the economy does each one specialize in?

–Hellenic Fabrics

–Titan

–Minoan Lines

•Do you know anything about these companies?

What do you expect to find in the 'business profiles' of these companies? Choose from the following:

- Strategy
- International expansion
- Quality & Safety
- Respect for the environment
- Activities
- History
- Research & Development (R&D)
- Exports
- Structure of the company
- Listing on the Athens Stock Exchange
- Vision for the future
- Joint venture
- Waste disposal
- Dividends
- Merger
- Clientele
- Emerging markets
- Target market
- Competitive advantages

T/F statements

1. Hellenic Fabrics S.A. produces blue jeans
2. Hellenic Fabrics S.A. buys raw materials from other companies.
3. Hellenic Fabrics S.A. provides fabrics for many of the famous brand names in the clothing industry
4. The total investment in mechanical equipment during the 2000-2005 period amounted to 20m euro.
5. One of the future objectives of the company is the development of new innovative fabrics for the clothing industry.
6. Hellenic Fabrics S.A. will try to improve its flexibility and response to the fashion market demands.

Find phrases in the text which have the same or similar meaning to the following:

- The ability to control the production of the final product from the raw materials stage up to the last stage (section F)
 - (section B) _____
 - (section F) _____
 - (section F) _____
- Its up to date mechanical equipment (section F)
 - (section F) _____

Read through the business profile of “Hellenic Fabrics S.A.” and find words or phrases related to:

- Textile vocabulary
- Stock Exchange
- Company performance
- Company Structure
- Sales

Business vocabulary (1) ANSWERS

Textile vocabulary

- Indigo denim jeans,
- blue jeans,
- yarn type,
- denim fabrics, texture,
- natural/ synthetic fibres,
- cotton,
- ginned cotton,
- seed cotton,
- fashion industry,

Business vocabulary (2) ANSWERS

Textile vocabulary

- Indigo denim jeans,
- blue jeans,
- yarn type,
- demin fabrics, texture,
- natural/ synthetic fibres,
- cotton,
- ginned cotton,
- seed cotton,
- fashion industry,

Stock Exchange

- listing on the Stock Exchange,
- main market,
- parallel market,
- shares,
- dividends, shareholders,
- share capital,
- turnover,
- investments,
- fiscal year,

Business vocabulary (3) ANSWERS

Company performance

- accumulated/ recorded losses,
- steady profitability growth,
- competitive advantage, turnover,
- strict quality standards,
- leading position/ role/ share,
- strategic direction,
- sole (denim) manufacturer,
- high level executives,
- operating cost,

Business vocabulary (4) ANSWERS

Company performance

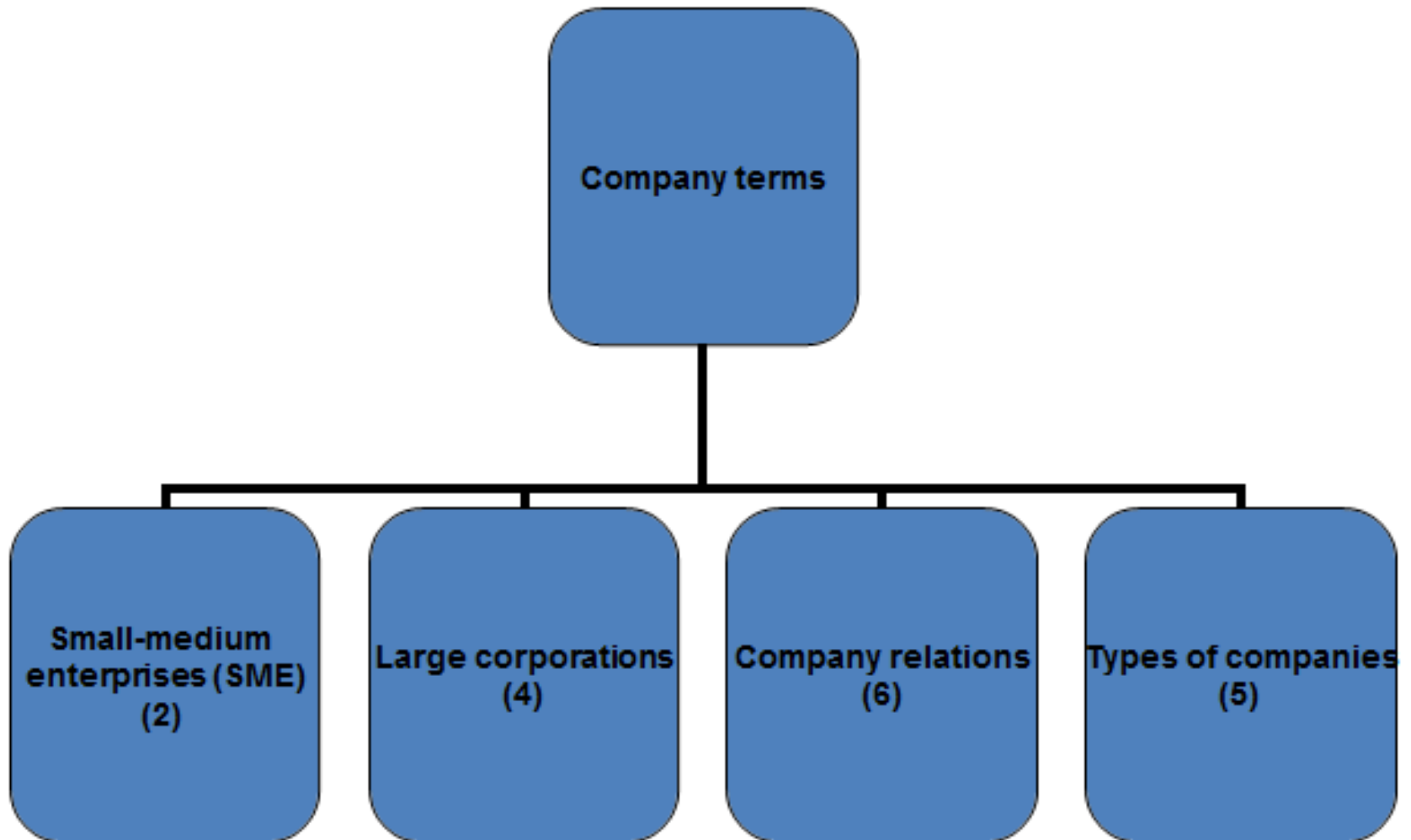
- accumulated/ recorded losses,
- steady profitability growth,
- competitive advantage, turnover,
- strict quality standards,
- leading position/ role/ share,
- strategic direction,
- sole (denim) manufacturer,
- high level executives,
- operating cost,

Company structure

- vertical integration,
- full autonomy,
- business/ production units,
- departments,
- product management,
- product development
- operations,
- subsidiary,

Classify the company-related terms listed below

- Sole trade
- Parent or holding company
- Subsidiary
- Limited liability company (LLD or Ltd)
- Branch
- Multinational corporation (MNC)
- Partnership
- Licensee
- Producer cooperative
- Affiliate
- Government agency
- Conglomerate
- Group of companies
- Offshore company
- Joint venture
- Export trade company
- franchising
- Nationalized company



Company terms ANSWERS

Small-medium enterprises (SME)

- Sole-trade,
- producer cooperative

Types of companies

- Limited liability company (LLD, Ltd),
- partnership,
- joint venture,
- government agency,
- nationalized company.

Large corporations

- Group of companies, MNCs,
- export trading company,
- offshore company,
- conglomerate

Company relations

- Parent,
- subsidiary,
- affiliate,
- branch,
- franchising, licensee,

Choose from the terms above to complete the definitions below (1)

1. _____ company is one that does not go beyond the owner's investment in the business.
2. _____ is a business enterprise that involves the pooling of resources of two or more companies in a common understanding in which each party contributes assets and shares risks.
3. _____ is a large company resulting from mergers or buying out of a number of commercial or industrial companies which are completely different in nature, usually for the purpose of diversification.

Choose from the terms above to complete the definitions below (2)

4. _____ is an agreement by which a company A gives another company B the right to sell goods or services using the company A's name, and/or general business agreement in return for a royalty.
5. _____ is a foreign firm based in an area or country where little or no tax is levied.

Vocabulary consolidation-1

**assets, environment, efficiency, established, facilities,
founded, listed, objective recognised**

TITAN S.A. was 1____ in 1902 and 2 ____ on the Athens Stock Exchange just ten years later, on 22 February 1912. Since then TITAN S.A. has 3____ an international presence, owning and operating production 4____ in many countries around the world. The Company's primary 5____ is to achieve multiregional status, be 6____ as an independent force in the world market for construction materials combining business 7 ____ and competitiveness, with respect for the individual, for society and for the 8____.

More specifically, the TITAN Group's 9 ____ include:

Vocabulary consolidation-2

adaptation, bring in, expansion, share, strengthen, optimum, ongoing, vertical structuring

The Company has an annual cement production capacity of 6 million tons in Greece and a market 1___ of around 40%. The TITAN Group's annual production capacity abroad is another 8 million tons.

It was mainly during the 1990's that the Group introduced significant 2___ of its activities, investing in the production of ready-mix concrete, aggregates and related materials (mortars, cement blocks). Vertically structured activities now 3 ___ around 40% of overall sales.

The TITAN Group's strategy can be summarised as follows:

- Pursuing international 4 ___ in cement production in order to 5 ___ the Group's regional presence in the 4 areas where production has already been established - Greece, USA, Balkans, Middle East.
- 6___ improvement in cost and productivity.
- 7___ utilisation of the Group's human resources, encouraging 8___ of the workforce to the Group's new international identity.

Derivatives-1

The (participate) 1_____ of our country in the European (integrate) 2_____ and the rapid (expand) 3_____ of markets have led today to a new reality in the larger business sector and have made business activities more complex along all (economy) 4_____ areas.

(special) 5_____ in the services sector, where our company engages, modern market (require) 6_____ require that businesses be (constant) 7_____ alert to improve service quality and customer/ passenger satisfaction as much as possible.

In this (enlarge) 8_____ and highly (compete) 9_____ environment, Minoan Lines has managed to hold today a strong position in the sea lines where it carries out its activities.

Derivatives-2

(Current) 10_____, our fleet is made up of new state-of-the-art cruise ferries, which offer (innovate) 11_____ services that look into the future. Passengers, their care and safe (transport) 12_____, as well as their pleasant stay onboard, are considered the top priority of our company.

Our company's constant and (consist) 13_____ presence in (passage) 14_____ transportation by sea has offered it a (lead) 15_____ position, ensuring at the same time its long-term prospects for increased (operate) 16_____ profits, hence (signify) 17_____ contributing towards the generation of added benefit for our shareholders.

Minoan Lines, has been tested under conditions of increased (compete) 18_____, has a 34-year experience and provides recognized high quality services, which it constantly improves, so it is ready to play the leading part in a fully (liberty) 19_____ market based on European Law, setting the prerequisites for further (grow) 20_____.

Tenses

2003 (be) 1_____ a year full of challenges for the Greek, but also the European textile. These challenges (relate) 2_____ mainly to the international developments. The strengthening of Euro versus American dollar (contribute) 3_____ to the big increase of imports volume in the European Union from China, India and other developing countries in exceptionally low prices, (test) 4_____ the competitiveness of all European export enterprises.

The Company's turnover and profitability for the fiscal year 2003 (influence) 5_____ by the negative economic conditions of its external environment, (give) 6_____ the company's export orientation. Nevertheless financial figures for 2003 (maintain) 7_____ in satisfactory levels and inside the limits of the Company's forecasts.

Practice numbers-1

- € 118
- € 372
- € 967
- £ 999
- £ 693
- £ 7,682
- € 12,399
- € 14,601
- £ 800,900
- £ 609,765

Practice numbers

€ 118 *a hundred n eighteen euros*

€ 372 *three hundred n seventy-two euros*

€ 967 *nine hundred n sixty-seven euros*

£ 999 *nine hundred n ninety-nine pounds*

£ 693 *six hundred n ninety-three pounds*

£ 7,682 *seven thousand six hundred n eighty-two pounds*

€ 12,399 *twelve thousand, three hundred n ninety-nine euros*

€ 14,601 *fourteen thousand, six hundred n one euros*

£ 800,900

£ 609,765

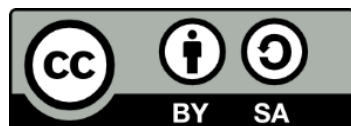
Practice numbers-2

- 90p
- 99p
- € 0.99
- 93.55%
- 43.75%
- € 6,500,000
- $\frac{3}{4}$
- 1.05%
- 0.05
- 0.01

Check your answers

- 0511 476 923
- 0932 747 914
- 0178 732 724
- 14th Feb 2005
- 1st July 1986
- 28th Nov 2011
- 14.45' quarter to 3 in the afternoon
- 09.20' 20 past 9 in the morning
- 16.05' 5 past 4 in the afternoon

Τέλος Ενότητας



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