

Angielski dla zapracowanych

Business English Część 2

Conversation fifteen "Company presentation"

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(M – Mr Makowski; C1 – Client 1; C2 – Client 2)

Listen.

- M - First, I'd like to brief you on the company's profile. NSC offers a wide range of products and services in information and communications. We are the leading producer of call centres and semiconductors.
- C1 - Where are your main markets?
- M - About one-third of our sales are to the consumer market and two-thirds are to the professional I&C business.
- C2 - Where's the company located?
- M - Our headquarters are in Brussels but we have branches in several places in Europe.
- C2 - How many employees are there in the company?
- M - We have 1200 employees in the Head Office and the regional branches, and 200 more in the subsidiaries.
- C1 - What is the company's turnover?
- M - Approximately 17 million euro.
- C1 - How do you sell your products?
- M. - We set up subsidiaries whose main activities concentrate on gaining new markets and increasing sales successfully.
- C1 - Could you summarise the sales figures?
- M - Have a look at the whiteboard, please. The chart shows monthly sales figures by country. As you can see, for the first three months the increase in competition in some markets resulted in a decrease in our market shares and the sales went down slightly.
- C1 - What changed the situation?
- M - We introduced new and enhanced products and for the last five months the sales have been going up steadily. It looks like we will probably reach 18.5 million this year, which is over 5% higher than we predicted.
- C2 - That's pretty impressive. And what are your current projects?

Fragment

M - At the moment, we are expanding our activities in Eastern Europe and we're planning to set up a few regional branches.

GLOSSARY

to brief someone on the company's profile - *przedstawić komuś krótką charakterystykę firmy*

a wide range - *szeroki zakres*

information and communications (I&C) - *teleinformatyka*

a leading producer - *czołowy producent*

main markets - *główne rynki zbytu*

consumer market - *rynek klientów indywidualnych*

Professional I&C business - *firmy z branży teleinformatycznej*

headquarters - *siedziba główna*

regional branches - *filie regionalne*

subsidiary - *spółka zależna*

employees - *pracownicy*

company's turnover - *obroty firmy*

approximately - *w przybliżeniu; około*

to set up (a company) - *założyć (firmę)*

to gain new markets - *zdobyć nowe rynki zbytu*

to increase sales - *zwiększyć sprzedaż*

to summarise the sales figures - *podsumować wyniki sprzedaży*

Have a look at the whiteboard, please. - *Proszę spojrzeć na tablicę.*

monthly sales figures by country - *miesięczne wyniki sprzedaży w poszczególnych krajach*

to increase in competition - *zwiększenie konkurencji*

to result in - *prowadzić do*

decrease in market shares - *spadek udziałów rynkowych*

sales went down slightly - *obroty nieco spadły*

enhanced products - *ulepszone produkty*

sales have been going up steadily - *obroty stale wzrastają*

It looks like... - *Wygląda na to, że...*

over 5% higher than we predicted - *o ponad 5% więcej niż przewidywaliśmy*

That's pretty impressive. - *To bardzo imponujące.*

current projects - *bieżące projekty*

We are expanding our activities. - *rozszerzamy naszą działalność*

