

English

Case Study

Presenting your company

Structure of a presentation

Introduction

Tell the audience who you are and give a short description of your company.

- Good morning ladies and gentlemen. My name is...
- Good afternoon, my name is...
- Good evening and welcome. My name is...

Introduce the subject

Let the audience know what the aim of your presentation is.

- I am going to talk about...
- The purpose of my presentation is...
- I would like to inform you about...

Outline the structure

Give an overview of the various parts of your presentation.

- My presentation is divided into...
- I have divided my presentation into....
- I would like to talk about following points...

Go into detail

Elaborate each point.

Q and A

Invite the audience to a questions and answers session.

- Feel free to ask any questions.
- Are there any questions?
- I will now try to answer your questions.

1. Listen to the following presentation of Clarks Beanz

MODEL PRESENTATION

Good morning, everyone.

My name is Sarah Clark and I am the director of a family run, medium size coffee chain called Clark's Beanz.

I am going to talk about our company and our plans for the future.

I have divided my presentation in three sections.

Firstly, I will inform you about our company.

Secondly, I will say a few words about my duties within the company.

And finally, I will talk about our plans for the future.

Clark's Beanz's head office is in Brooklyn and our flagship store is, very conveniently, in New York City.

We own about 150 stores across the country. Our outlets sell coffee, tea, cold drinks, pastries and most of all, our home roasted coffee beans from various Southern American regions.

We have 2000 employees, and our turnover is approximately 25 Million US dollars.

Our profit is about 8.3 million Dollars.

Our main competitors are Starbucks, Costa Coffee and most recently Dunkin' Donuts.

My job is to find new businesses. I am responsible to help with the growth of the company and to find and hire new managers for our new outlet stores. We are rapidly expanding.

In the next couple of years, we are planning on opening 15 new stores on the East Coast.

Our first store in New England will be in Boston in Maine and after that we are planning on moving up the coastline towards Portland.

If you have any questions, please feel free and do so now.

2. Now answer following questions

- a. What is the aim of this presentation?
- b. Where is Clark's Beanz most important store?
- c. What are its profit and turnover?
- d. What does the company plan to do in the next couple of years?

COMPANY PROFILE A

Position:	Production Manager, La Mangerie Head office: Paris, France
Duties:	to maintain Health and Safety to motivate staff in other branches to plan and research new products
Company profile:	Family led company with a small range of local convenient stores around Paris and Le Mans; sells food and household products
Employees:	approximately 900
Turnover:	€ 150 million
Profit:	€ 12.4 million
Competitors:	Intermarche, Carrefour and other supermarket chains
Plans:	to expand the existing number of stores to sell a wider range of products

COMPANY PROFILE B

Position:	Managing Director, Akina Sushi Head office: Sydney, Australia
Duties:	to manage and control the stores worldwide to check product quality to supervise and motivate store managers
Company profile:	Large organisation with a worldwide range of Sushi restaurants in Australia, New Zealand, Asia and Europe Sells fresh Sushi and Japanese food
Employees:	approximately 3500
Turnover:	€ 650 million
Profit:	€ 30.2 million
Competitors:	Kiko, Asia Sushi and Yin Yan
Plans:	to start opening restaurants on the American market to open more stores across Europe

COMPANY PROFILE C

Position:	Conservation Officer, Hit The Woods Ltd Head office: Chudleigh, United Kingdom
Duties:	to raise money for wildlife projects to work closely with the government to protect local woods and wildlife
Company profile:	A non-profit organisation to protect wildlife and nature across England and Wales; supported by thousands of members
Employees:	15 employees at the Head Office in Chudleigh, UK Many unpaid voluntary workers across the UK
Turnover:	£ 12million
Profit:	Non- profit organisation
Competitors:	other wildlife organisations
Plans:	to approach celebrities to appear in advertising campaigns to expand wildlife protection to Scotland and Northern Ireland

COMPANY PROFILE D

Position:	Advertising Manager, Duck and Run, Cricket Supply Head office: Mumbai, India
Duties:	to plan the advertising campaign to acquire possible clients to observe the worldwide cricket supply market
Company profile:	Family led organisation with a worldwide supply of cricket gear especially in India, New Zealand and the UK
Employees:	approximately 1700
Turnover:	\$ 450 million
Profit:	\$ 110 million
Competitors:	Cricket's r us, RAW Cricket and Cricket Direct
Plans:	to make cricket more popular in Europe to open more stores across northern Europe to access the American market