Socializing 05: Describing a Business

Practice 1 | Useful Expressions

Directions: Listen and repeat.

Asking about a company profile:

- What does your company specialize in?
- What kind of company is it?
    - We design software.
    - We produce software applications.
    - We produce gadgets.
    - We build houses.
    - We are in the fashion design business.
    - We are in the IT business.
    - We make Smartphone applications.

Asking about a job position:

- What is your title position in your company?
    - I am the marketing manager.
    - I'm responsible for sales.
    - I design websites.
    - I am the head teacher.
    - I manage training for recruitment.

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Practice 2 | Dialogue 1

Directions: Read the dialogue aloud with your teacher.

Ken and Shin are talking about their companies.

Ken : Hello, Shin! I heard you've got your own company.

Shin : Yes, finally!

Ken : **What does your company specialize in?**

Shin : **We design software and produce software applications.**

Ken : Oh, really? **My company produces electronic gadgets.** I also have an insurance business.

Shin : That's good to hear. My wife works with me. **She is in charge of marketing.**

Ken : My wife has her own business. **Our daughter helps her in the fashion design business.**

Shin : Well, I think that's normal for a mother and a daughter. My son is also working in my company. **He is responsible for sales.** He is really doing a great job in our company!

Ken : I'm so happy for you, Shin! Your family is working with you. By the way, I want to start a new company next year.

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Shin : You're amazing, Ken! **What kind of company would that be?**

Ken : I'm planning to open an online English school.

Shin : Then, good luck with your new company!

Check your understanding: Answer the following questions.

1. Which one of them has more than one business?

2. Who works with a family member?

3. How many different businesses does each family have?

4. Which line of business do you think is most successful?

5. Which one of the jobs mentioned in the text do you think is most demanding?

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Practice 3 | Role-Play

Directions: Have a role-play with your teacher based on the following situation.

Situation

You have met with a friend whom you haven't seen in a while. Both of you have your own businesses, which you will talk about to catch up. He proposes a new business venture to you. Ask him how many employees he already has and what his plans are.

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Practice 4 | Discussion

Directions: Discuss these topics and exchange thoughts with your teacher.

1. Do you have plans of putting up your own business? What type of business would that be?
2. What will you prepare to start a new business?
3. What do you think are the problems that you will encounter in starting your own business?
4. What are the risks that you will take?
5. In your opinion, how can a newly established company succeed?

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