

1 Company activities

memo
Carlton Baker Ltd.

July 23

Dear Staff,

I am pleased to invite you to celebrate our fiftieth year in business since the **founding** of our company. The evening will include dinner and entertainment at the Eastwood Golf Club, and will be held on September 20th.

As you may know, our company was first **set up** by two men, James Carlton and William Baker, in an old warehouse. Here they **imported** rubber and **manufactured** specialized items. Later, the business **expanded**. Thanks to good management in 1989, the company was able to **relocate** to its current **premises**. It faced **closure** in the nineties when it was forced to **compete** with new companies in the area. However, the company managed to **maintain a foothold** in the market by **diversifying**, **cutting back** on expenses and **seeking out** new markets. We are pleased to say that now the company is **going from strength to strength**. We appreciate that our success is due to the hard work and enthusiasm of our staff. Hence, this celebration is as much a 'thank you' to our employees as it is an anniversary celebration.

Please RSVP for the event by sending an email to my administrative assistant, Diane Logan, at dj.logan@CBLtd.com no later than September 5th. Any questions about the event can also be sent to Ms. Logan.

I sincerely hope you will be able to attend our fiftieth anniversary celebration.

Carla Theaker
Director

manufacture

premises

Get ready!

- 1 Before you read the passage, talk about these questions.

- What are some problems that businesses face?
- How can businesses solve these problems?



closure

Vocabulary

- 3 Choose the word that is closest in meaning to the underlined part.

- The company decided to sell a wider range of products.
A expand B import C diversify
- John decided to prepare and start a marketing business.
A import B set up C manufacture
- The company needs to reduce spending.
A set up B cut back C expand
- BranCo is going to move to another office.
A expand B diversify C relocate
- TechForce uses machinery to make parts for computers.
A manufactures B imports
C sets up
- A small factory can't try to do better with so many large ones nearby.
A import B cut back C compete

Reading

- 2 Read this memo about a company celebration. Then, choose the correct answers.

- What is the main purpose of the memo?
A to explain why the company is cutting back
B to update staff about recent decisions
C to invite staff to a company party
D to inform staff about the company's competition
- What happened to the company in the nineties?
A it diversified B it closed down
C it relocated D it expanded
- What is NOT true about the company Carlton Baker Ltd?
A It was set up fifty years ago.
B It began in a disused warehouse.
C It almost closed in the eighties.
D It is currently doing well.

VOCABULARY

founding = ίδρυση

entertainment = διασκέδαση, αναψυχή

set up a business = ιδρύω μια επιχείρηση

warehouse = αποθήκη

import = εισάγω

rubber = καουτσούκ, λάστιχο, σβήστρα

manufacture = κατασκευάζω (βιομηχανικά)

specialised items = εξειδικευμένα κομμάτια

expand = επεκτείνομαι

relocate = μεταφέρομαι

current = τρέχων, τωρινός

premises = εγκαταστάσεις, χώρος

closure = κλείσιμο, λουκέτο

compete with = ανταγωνίζομαι με

maintain a foothold = κρατώ/διατηρώ το βήμα μου/ το πάτημά μου

diversify = διαφοροποιούμαι

cut back on = κάνω περικοπές

seek out = ψάχνω

due to = εξαιτίας

Hence = συνεπώς

RSVP = (répondez s'il vous plaît) = παρακαλώ απαντήστε, απαντώ σε πρόσκληση

attend = παρίσταμαι

diversify = διαφοροποιούμαι