FOCUS ON EXPRESSIONS: Presenting information

1 Look at this introduction to a presentation and put the sentences in a logical order 1–10, as in the examples.

☐ I will be happy to take questions at the end.
☐ I work for GSK in Milan where I am in charge of marketing.
☐ Then we will look at the chewing gum market in general.
☐ My talk will last about 20 minutes and is in two parts.
☐ Is that all clear? OK, let's start.
☐ Firstly, I'm going to talk about the history of the company.
☐ Right. Let's have a look at the first slide.
☐ My name is Lorenza Colombo.
☐ Your manager invited me here today to tell you about Wrigley and the chewing-gum market.

Listen to this presentation about Wrigley and complete the missing information.

1891 William Wrigley Jr arrives in Chicago and sells …………………… and baking powder, and offers chewing gum free as an incentive.
1892 Sees that chewing gum is a better product and starts selling it under his own name.
1893 Launches ……………………
1910 Opens production facilities in …………………… followed by Australia in 1915.
4 …………………… Company begins construction of Wrigley Building.
1939 First appearance of …………………… as an advertising idea.

1944 All Wrigley chewing gum stocks sold to the ……………………
1991 Start of factory in Guangzhou, ……………………
1999 New factory in St Petersburg.
2002 US total sales of chewing gum reach …………………… — …………………… sticks per person / year. Wrigley has about …………………… % of this market.

Replace the underlined expressions in these sentences with an expression from the box which has the same meaning.

<table>
<thead>
<tr>
<th>reached a high</th>
<th>rose</th>
<th>stabilized</th>
</tr>
</thead>
<tbody>
<tr>
<td>increased dramatically</td>
<td>decreased rapidly</td>
<td>increased by 100%</td>
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</table>

1 Share prices fell sharply this morning. ……………………
2 Inflation levelled off at 3% in October. ……………………
3 Cost of sales grew by 2% last year. ……………………
4 The exchange rate shot up last month. ……………………
5 Our exports peaked at 20 million in 2001. ……………………
6 We doubled our domestic sales last year. ……………………
Complete the extracts below from a presentation on Wrigley with these words.

I’d like to 1 \ldots by telling you a little about the company.
This slide 2 \ldots shows the key years in the history of Wrigley starting with its foundation in 1892 and ending here in 2002 with US sales at 2 billion dollars.

Now, have a 4 \ldots at this. Here we can see the main brands of the Wrigley company from Juicy Fruit introduced in 1893, to Orbit which was launched in 2001.
This pie chart 5 \ldots that Wrigley has about half of all sales in the world despite competition from at least twenty other manufacturers in the US alone.

If we look a little more closely, we can see some key strategic decisions.
In 1910 we started building our first factory outside the US and this was followed over the next eighty years by plants in many different countries. As you can 3 \ldots we now have fourteen factories worldwide from here in China over to Russia and down here in Australasia.

My next 6 \ldots gives you some information about our flagship building which was started in 1920. It shows the white building lit up at night. This building is a symbol to many Americans of Chicago and the Wrigley company and, as such, is one of the best marketing ventures ever.

END-OF-UNIT PUZZLE

Look at this layout of a meeting. Use the clues below to decide where the people on the left sat, as in the example.

1 The Chairman sat at the head of the table (A) with his PA on his left (B).
2 The CFO sat at the other end of the table with the Sales Director on his left and the company lawyer on the other side.
3 Joe was between Dick and Cameron.
4 Nick sat next to Priscilla and opposite Cameron.
5 Becky and Hilary were next to each other on the same side of the table as Priscilla, with Hilary on Becky’s right.