

LESSON 12

84 **sponsor**

logo

Do you think sponsoring local sports events is a cost-effective way for small businesses to market themselves?

Yes, ... ~ No, ...

Why or why not?

Why is it normally pretty easy to tell who the sponsors of a football team are?

It's normally ... because the company's name and logo are printed on the players' shirts

solvent

insolvent

insolvency

bankrupt

bankruptcy

A company is insolvent if it has greater liabilities than assets, and is therefore unable to pay its debts when they are due. When a company is insolvent, it may have to go into liquidation. If a company is legally declared insolvent, we can use the term "bankrupt".

An individual person, for example a sole trader, can also be declared bankrupt.

Note that in the UK and certain other countries, the legal term "bankrupt" is only used for people – companies are declared "insolvent" instead.

Is it a crime in most countries to carry on trading as normal after discovering that your company has become insolvent?

Yes, it's a crime ...

Why?

Because, in most countries, you're guilty of fraud if you allow creditors, suppliers, customers etc. to believe you're solvent when you know you are not

- 85 Explain how the legal term “bankrupt” is used differently depending on where you are in the world. In some countries, the term “bankrupt” can be used to describe both companies and individual people, whereas in the UK and certain other countries, “bankrupt” is only used for people – companies are declared “insolvent” instead

What are the nouns of the adjectives “insolvent” and “bankrupt”?

The nouns ... “insolvency” and “bankruptcy”

give someone a heads-up

The idiom “give someone a heads-up” means to tell someone that something is going to happen so that they can prepare for it.

Give me an example of the idiom “give someone a heads-up”, please.

I thought I should give you a heads-up that the trains are in chaos because of the weather

customer base

When considering its customers as a group, a business can refer to them as its “customer base”, usually meaning loyal customers who make repeat purchases. For example, we can say “Our customer base in Asia is growing rapidly”.

Name a company that has a global customer base. ... is a company that has a global customer base

86 **close a deal**

When we say that we have closed a deal, we mean that we have successfully reached an agreement after a period of bargaining or negotiation. For example, “The meeting went very well, and I think we might close the deal pretty soon”.

How would you feel if you heard your company had just closed an important deal?

If I heard ..., I'd feel ...

Writing a report

Please note: there are writing homework titles at the end of this book.

impersonal	layout	approach (n)
table of contents	appendix (plural: appendices)	
summary	section	terms of reference
procedure	heading	subheading
recommendation		

A report:

- **is a highly organized document, written for a specific person or group of people (often a boss at work, a member of another organization, a committee etc.);**
- **provides information on a particular situation or event. People then usually use the report and its conclusions to make decisions;**
- **uses a formal and impersonal style. We avoid the use of contractions, and avoid using the pronoun "I" in the main paragraphs if possible (you can use the passive voice instead – for example, you can write "they were interviewed" instead of "I interviewed them");**
- **contains main paragraphs that focus on facts rather than the writer's personal opinions;**
- **can be written in different ways; the important thing is that the report is clear. The best structure and layout to use depend on the particular report. For example, it may need to contain lots of numbers, graphs etc. The example below shows one common approach;**
- **may have other sections if it is long or complex. For example, it is common to include a table of contents at the start, and perhaps some appendices at the end.**

premises

suitability

reveal

relatively

matter of urgency

findings

adequate

accommodate

in light of

Kenton House Report

(1) Put a title at the start, but using "To", "From" and "Subject" lines, as in an email, is fine too.

(2) The executive summary should be a brief summary of the content. This section prepares people to read the report in detail, and provides important information for people who might not read the whole report.

Executive summary

There is a need for the company to move to larger premises, with Kenton House in Blackhorse Avenue being a popular choice. As requested by our CEO, the suitability of the building was recently investigated, revealing that, while Kenton House is appropriate in many ways, the relatively small rooms in the building would not provide an appropriate working environment. A search for alternative premises should start now as a matter of urgency, with the aim of finding a building which matches Kenton House in terms of facilities, but which meets our requirements as regards room size.

(4) The introduction in a complex report is often separated into two sections: "Terms of reference" (giving the reasons for the report, and the aim of the report) and "Procedure" (saying how information for the report was obtained etc.).

Introduction

(3) This is where you give the reasons for the report, the aim of the report, say how information for the report was obtained etc.

Our company now employs 65 members of staff, 30% more than twelve months ago. As such, new premises are needed. On 24 February, I spoke with the landlord of Kenton House, Mr J Frampton, and visited the building personally to assess its suitability as regards location, rent, facilities and size.

Findings

(5) Use headings and subheadings to make it clear to the reader what each section is about.

1. **Location:** Kenton House is near the centre of town, but in a quiet road on the edge of the park. It has excellent bus and rail connections, and shops and restaurants nearby.
2. **Rent:** The current rent for the premises is 4% less than our current rent. There are no plans for this to change within the next three years.
3. **Facilities:** Kenton House offers three floors of commercial space, each with adequate facilities for staff, including two kitchens, on the first and second floor. Toilets can be found on each level. In addition to stairs, the building has a lift connecting all floors. There are network connection points in every office. To the side of the building is a car park offering up to 60 spaces.

4. Size: Kenton House contains 12 offices and a large conference room. In theory, the building could accommodate all our current staff and even allow us to expand in the future. The offices are, however, small, and even the largest is only able to accommodate a maximum of around six staff in comfort. According to Mr Frampton, it is unlikely that permission would be given to change the structure of the property.

(6) You should put your own opinions, conclusions and recommendations at the end.

Conclusions

Kenton House is ideal in many ways. However, the small offices would not, in my opinion, provide the open environment and freedom of communication that is necessary for our advertising agency.

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Recommendations

In light of the above, I recommend that a small team of staff is selected to start an immediate and determined search for alternative premises. These should be as attractive as Kenton House as regards location, rent and facilities, and should also offer larger offices that will allow teams of 10 members of staff or more to collaborate together on projects.

Angela Moore
Facilities Manager
9 March 2014

What do we mean by a written report?

By ..., we mean a highly organized document, written for a specific person or group of people, that provides information on a particular situation or event

What writing style should we use in a report?

We should use a formal and impersonal style ...

What are two common ways of starting a report?

Two common ... by using a title, or by using "To", "From" and "Subject" lines, as in an email

What's the point of having an executive summary at the beginning of a report?

The point of ... is that it prepares people to read the report in detail, and provides important information for people who might not read the whole report

In the introduction section, what sort of information should we include?

In ..., we should include the reasons for the report, the aim of the report, how information for the report was obtained etc.

90 **How can we make it clear to the reader what each section of a report is about?**

We can ... by using headings and subheadings

Should the main paragraphs of a report focus on facts, or give our own personal opinions?

The main ... facts

So where do we normally write our own opinions?

We normally ... at the end

What else do we often put at the end?

We often put recommendations at the end

If a report is long or complex, how might we change the introduction section?

If a report ..., we might separate the introduction into two sections: 'Terms of reference', giving the reasons for the report and the aim of the report; and 'Procedure', saying how information for the report was obtained etc.

And what else might a long or complex report include?

A long or ... a table of contents at the start, and some appendices at the end



Dictation 5

I can't see any genuine enthusiasm/ for the merger that we're planning./ A brand name should be easier to remember/ than the generic one it replaces./ Cold calling was tough work,/ but Emily was happy to be taking home/ three times what she used to earn in retail./ If demand keeps on soaring,/ I won't remain a sole trader for much longer./ I reckon we'll accomplish a lot more/ by collaborating in a joint venture./ As the threat of war approached,/ exports started to plummet,/ and, within six months,/ the economy had almost collapsed./ Don't talk to me about loyalty;/ I quit!/ Susan's likely to pitch the idea/ that her budget for training should increase,/ but I doubt they'll cooperate.