

# Unit 3

## Presenting a company



➤ **Topic:**

Unit 3

Presenting a company

➤ **Type:**

Syndicate activities



# 1. Reviewing

- XX is the largest xx manufacturer in the world
- Be known for
- XX is very popular...
- Specialize in
- Establish/set up/ form/ start/create a company
- Company/ firm/ corporation
- ...

# 1. Reviewing

## Syndicate Activities

### Structuring Your Presentation

When we present a company, we often structure our presentation in five parts with one of the following five elements in each part:

**Business** — what products or service the company provides

**History** — how the company grew to what it is today

**Achievements** — what achievements the company has made

**Principles** — what principles or concept the company has in running its business

**Goals** — what is the company's goal in the future

## 2. Lead - in

starting

Good morning, ladies and gentlemen.  
Good morning, everyone.

introducing  
your topic

What I'm going to talk about is...  
I'm going to tell you about...

structuring the  
talk

Right, first of all... Finally...

summarizing  
the topic

So, what are the important points  
I've made? Well, first...  
So, to summarize...

asking for  
questions  
at the end

Thank you. Now, do you have any question?  
If you have any questions, I'm pleased to  
answer them.

## 2. Lead - in

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answering  
difficult  
questions

I need to think about that one. Could we come back to it later?

I don't really know the answer to that. Could we discuss it later?

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introducing your  
fellow-presenter

Now I'd like to hand over to...  
She's going to tell you about...

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# Group Presentation

# Summary





**THANKS**

