

# CASE SUMMARIES

## CAN-AM

Type of company: sports goods  
Business focus: improving market share  
Principal countries/markets: Canada, UK  
Language areas: reading background information  
finding out basic facts about a company  
using high numbers  
pleasantries  
presenting charts and tables  
supporting and rejecting arguments  
talking about market share  
letter writing  
telephone expressions  
presenting advantages and disadvantages

## CASPANI

Type of company: fashion  
Business focus: effective marketing  
Principal countries/markets: Italy, USA  
Language areas: describing what a job will involve  
memo and e-mail writing  
the prefix *re-* with verbs  
letters of complaint  
giving short answers  
using the internet  
pleasantries on meeting a business friend of the family  
writing an account of an incident  
ways of agreeing  
two-part verbs (e.g. *call off, point out*)

## FARNELL

Type of company: industrial/generators  
Business focus: negotiating an exclusive distributorship  
Principal countries/markets: UK, South East Asia  
Language areas: short form answers  
forming opposites by adding prefixes  
replying to a letter of enquiry  
writing minutes of a meeting  
letters checking customers' references  
letters of introduction  
itineraries  
booking air tickets  
pleasantries on meeting a useful contact  
terms and conditions of an agreement  
quoting prices  
considering alternatives

## RITTER

Type of company: information technology/electronics  
Business focus: breaking into new markets  
Principal countries/markets: Germany, USA  
Language areas: using numbers and amounts in adjectives  
describing visual designs (e.g. company logos)  
asking for people's opinions  
asking leading questions  
writing a letter of complaint  
making a presentation  
avoiding unintentional rudeness  
agreeing or disagreeing with a point of view  
writing a letter with an offer of terms  
negotiating changes to clauses in a contract  
writing in note form  
graphic presentations

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## SAMEX

Type of company: engineering/oil  
Business focus: appointing key staff  
Principal countries/markets: Australia, Brazil  
Language areas: short form answers  
making notes on an interview  
present perfect passive tense  
the language of job qualifications and advertisements  
asking questions in connection with employment history  
use of the verb *to be able*  
international time differences  
placing prepositions correctly in a sentence  
using *couldn't have* for impossibility

## STAR-LINE

Type of company: jewellery  
Business focus: extending credit  
Principal countries/markets: Nigeria, France  
Language areas: reading background information on a country  
formalities in business letters  
requesting payment by letter  
explaining late payment  
talking about annual accounts  
comparing yearly accounts  
questions related to a statement of account  
pleasantries on meeting a business associate  
terms used in ordering goods  
abbreviations used in business communication

## ELLIOTT

Type of company: electric motors  
Business focus: management buyout  
Principal countries/markets: UK  
Language areas: management titles  
making recommendations at different levels of formality  
formal ways of stating conditions  
pleasantries on welcoming new colleagues to the company  
letters confirming and postponing an appointment  
computer terminology  
ways of giving figures approximately  
polite requests  
expressions connected with dismissal  
use of the present perfect continuous passive  
uses of *make* and *do*

## ORIENTAIR

Type of company: airline  
Business focus: improving market position  
Principal countries/markets: Hong Kong, Europe  
Language areas: using flight timetables  
booking air tickets  
using the internet  
filling in visa forms  
asking for agreement in meetings  
completing survey forms  
findings, conclusions and recommendations in a report  
summarising meetings  
requesting a meeting, and giving reasons  
summarising arguments  
introducing different point of view  
expressing ideas that are not fully formed

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## BODY CARE

Type of company: cosmetics  
Business focus: franchising  
Principal countries/markets: USA, Scandinavia  
Language areas: uses of the suffix *-less*  
uses of *for* and *since*  
the differences between the suffixes *-er/-or* and *-ee*  
reading and referring to documents  
note taking  
using figures  
giving personal details  
giving multiples (e.g. *A is double B/three times B*)  
writing letters refusing a request  
two-part verbs (e.g. *turn down, point out*)  
some verbs associated with contracts  
common abbreviations and acronyms (e.g. *PR, CEO*)

## HANSON

Type of company: boat building  
Business focus: sponsorship  
Principal countries/markets: Australia, UK  
Language areas: expressions associated with letters of resignation  
the suffix *-ever*  
preparing minutes of meetings  
telephone expressions  
terms associated with transportation  
requesting and receiving shipping details  
arranging insurance  
terms associated with sponsorship  
Latin terms used in business

## MENHAR

Type of company: hotels  
Business focus: tendering/negotiations  
Principal countries/markets: People's Republic of China, USA  
Language areas: talking about figures in billions  
the vocabulary of planning banquets and conferences  
written invitations  
letters accepting or refusing invitations  
terms connected with profit and loss accounts  
polite requests using *may*  
negative opinions (e.g. *we don't believe we can...*)  
terms connected with pressure and overwork  
vocabulary of profit and loss accounts  
high numbers  
terms connected with tendering  
negative questions (e.g. *Haven't you finished?*)  
*over* and *under* as prefixes (e.g. *overpaid, underpaid*)

## TAIYO

Type of company: printing machinery  
Business focus: take-over/management style  
Principal countries/markets: Japan, the Netherlands  
Language areas: talking about continuing situations  
welcoming a guest, small talk  
expressing your preferences  
expressing non-comprehension  
expressing currency figures in speech  
correspondence styles  
formal versus informal style  
expressing changes in plans  
terminology in a letter of intent  
terminology of a balance sheet  
expressing intentions