

Doing business



❖ Dialogue

A. What do you think we need to do to get our new branch office running well?

B. First, I'd make sure that we have a good, local, corporate lawyer. He or she will know all the local laws and regulations.

A. That's very important. A friend recommended a good law firm to me. We'll need someone to hire staff.

B. I think that we should send one of our HR people to do that. I don't think we should use an agency, because they won't be familiar with the type of people we employ. Have we decided on the location of the branch office?

A. Yes, we have. We chose the location in the northeast of the city, not too far from the airport and on the edge of the CBD.

B. Why didn't we choose an office in the CBD?

A. The offices there were too expensive. Have we negotiated any contracts yet?

B. Yes. We've signed two contracts with companies that we already do work for in other countries. We hope to sign another three this month.

A. When will the branch office open?

B. Hopefully next month. Everything is a little rushed. We should be able to set up our branch office and expand our business quickly.

A. Has an advertising campaign been prepared?

B. Yes, it has. We're going to target the business community through business magazines.

A. I made plenty of business contracts on my last visit and through the embassy. We should be able to get plenty of customers.

❖ Useful expressions

1. Do you think workers should be paid as little as possible?
2. If you do that, the workers won't like their jobs.
3. They will be less efficient and you will get a high staff turnover.
4. You have to know where your potential customers are and target them.
5. It's no good trying to sell computer games to older people.
6. They think that it must be poor quality if it's that cheap.
7. I'd make sure that we have a good, local, corporate lawyer.
8. He or she will know all the local laws and regulations.

❖ **Vocabularies**

Marketing The commercial processes involved in promoting and selling and distributing a product or service

Example "most companies have a manager in charge of marketing"

Subsidiary Functioning in a supporting capacity

Example "the main library and its subsidiary branches"

Representative A person who represents others

Example "I will be the company's representative"

Recruitment The act of getting recruits; enlisting people for the army (or for a job or a cause etc.)

Example "recruitment agency"

❖ **Phrases**

- ◆ Invest in a Company
- ◆ Purchase shares
- ◆ Do business with..
- ◆ Go bankrupt
- ◆ Business booming