



DARIYA DZIUBA

## NEWSLETTER #2



# EVALUATE YOUR COMPANY

26/06/2009

### SOME CONDITIONS OF PARTICIPATION

You are welcome to join our "Business English Tips" group. In the group you will be able to communicate with other people who learn English. You will share your ideas about learning and also study something new. To make the participation more complete, I invite you to take part in the discussions and, of course, work on the newsletter during the two weeks you have.

#### Here are some tips of participation in the discussions:



Be polite



Answer the questions directly and post only relevant information



Check your post before sending it (please don't reply to the e-mails. Create a new message when answering the discussion question from your e-mail address)



Be understanding and accept other people's positions



Remember that we all study, so don't correct or laugh at any mistakes



Enjoy the opportunity you have



P.S. I will be very glad if you could tell other people about this newsletter. It's free, it's professional and it's about English. I'm sure that a lot of people will be glad to use this opportunity. To invite your friends join our newsletter, please, ask them to write to the following e-mail address: [info@enrucafe.com](mailto:info@enrucafe.com)

## EVALUATE YOUR COMPANY

**Your company's most valuable asset is how it is  
known to its customers.  
Brian Tracy**

Welcome to this newsletter. Here you will learn how to evaluate your company by using SWOT analysis, some useful expressions used in business and revise Present Simple. I hope that it will help you practice your English language skills. Enjoy working on this newsletter. You will receive the next one in two weeks.

Good luck.

Dariya Dziuba

**GRAMMAR: How to say about the actions you usually do**

I know Present Simple is a very simple topic. However, still usage of this tense leads to many mistakes. Let's deal with Present Simple this time and I hope that everything will be different then. So, let's start with the situations when we use Present Simple. Then we'll discuss how the tense is formed and do very short and simple exercises.

**When Present Simple's used.**

- **Repeated usual actions** (especially used with words like every day, often, always, sometimes, seldom, usually, in the morning, once a week etc.).  
*Example:* I sometimes have breakfast at 11 a.m.
- **Truth or natural law** (it has always been so and will always be).  
*Example:* Water freezes at 0 degrees.
- **Timetables, schedules, programs** (we often use it in this meaning instead of future simple; they usually mean that you know for sure that the situation will happen in the future).  
*Example:* The train leaves at 4.
- **Dramatic stories, reviews, sports commentaries** (as if it happens in front of the speaker's eyes and he/she wants to create the same illusion before your listeners).  
*Example:* He takes the ball and runs to the goal.
- **Permanent situations or states.** (it explains who a person or a thing is; often used with the verb "be").  
*Example:* She works as a marketing director. He is my friend.
- **In the if-part of the conditional sentences of the first type** (called real future or real present; Present Simple in the if-part of these sentences has a future meaning).  
*Example:* If I have enough time, I will help you.

**How Present Simple's formed.**

**AFFIRMATIVE.** Active form of the verb (passive will be discussed after we deal with all tenses in our newsletters).

**I/we/you/they/plural** (cats, people, students...) - **verb** (work/ live/ sleep/ watch...)

*Example:* I work for my own company.

**He/she/it/singular** (a cat, a person, a student) – **verb + -s/-es**: works/ lives/ sleeps/ watches

*Example:* She lives in Budapest.

After he/she/it/singular we usually add ending –s to the verbs. However, sometimes we add –es. These cases are described below:

- If a verb ends with **o** add **–es** to it. *Example:* go – **goes**; do – **does**.
- If a verb ends with **–s, –ss, sh-, –ch, –tch, –x** add **–es**. *Example:* watch – **watches**, pass – **passes**, wash – **washes**.
- If a verb ends with **y** after a consonant add **–es**. Remember to change **y** into **i**. *Example:* study – **studies**, try – **tries**. **But:** play – plays (because there's no consonant before y).

Also pay attention that there are some verbs that have irregular present forms. These include:

- **The verb "BE".** It has 3 forms:

I – **am**, he/she/it – **is**, we/you/they – **are**.

*Example:* I am at work now. They are fantastic friends. It is a brilliant idea, I think.

- **The verb "HAVE."**

I/we/you/.they – **have**, he/she/it – **has**.

*Example:* When I have money, I will buy a car. She has a very big villa at the Mediterranean Sea.

### NEGATIVE SENTENCES.

With all verbs except "be" use the auxiliary verb "do" or "does" with "not" to form negative sentences. Remember that you can contract the full form: do not = don't, does not = doesn't. *See when to use "do" or "does" in the points above.*

*Example:* She doesn't want to work here any more. They don't like this restaurant.

With the verb "be": use "not" after am/is/are to form negative sentences. Remember that you can contract the full form: I am not = I'm not; is not = isn't; are not = aren't.

*Example:* She isn't the best employee at our company. I'm not as stupid as you think. We aren't in Kyiv now.

### INTERROGATIVE SENTENCES.

When you want to form questions, with all verbs except "be" put "do" or "does" before the subject of the sentence.

*Example:* Do you want tea or coffee? Does she always swim in this swimming pool?

With the verb "be": form questions by putting it before the subject (in the necessary form).

*Example:* Is she your girlfriend? Are they your key customers? Am I in time for the meeting?

### Exercise 1. Read the sentences and match them to the situations of Present Simple usage.\*

repeated action    natural law    schedule    commentaries    permanent state  
conditional sentence

1. The plane arrives at 9:30.
2. She never stops criticizing my work.
3. Water boils at 100 degrees.
4. So, the bus comes and I stand there and don't know what to do.
5. I work at a hospital.
6. Her bus departs at 10.
7. She lives with her parents.
8. If you tell me what to expect from her, I'll help you.
9. Earth goes round the Sun.
10. If it rains tomorrow, we won't go to Prague, I'm afraid.
11. He goes to his office by car.
12. She tells me "What time is it?" and I don't answer her because I don't have my watch with me.

### Exercise 2. Put the verbs in the correct form.\*

1. Why \_\_\_\_\_ you \_\_\_\_\_ to me tonight? (not/come)
2. They \_\_\_\_\_ it \_\_\_\_\_ a great idea to meet you. (think/be)
3. The numbers \_\_\_\_\_ this time but we can't be sure about the next quarter. (not/plunge)
4. \_\_\_\_\_ she your colleague? (be)
5. He \_\_\_\_\_ anything special for your company but you still \_\_\_\_\_ him. (not/do, keep)
6. She \_\_\_\_\_ a good manager, her employees \_\_\_\_\_ in two month's time.

(not/be; fire)

7. If you \_\_\_\_\_ a lot, you \_\_\_\_\_ see a lot of new countries. (travel; be able to)

8. They \_\_\_\_\_ each other. (not/stand)

9. On Saturday my friend always \_\_\_\_\_ TV all night long. (watch)

10. When \_\_\_\_\_ the train \_\_\_\_\_? (arrive)

11. Why \_\_\_\_\_ he at the office? (not/be)

12. If she \_\_\_\_\_ to you, please, tell her to see me. (come)

### HINTS ON E-MAIL WRITING: How to write the e-mails for the first time

**Read useful phrases for writing e-mails for the 1<sup>st</sup> time.**

#### How to start

Further on our phone conversation,...

You may remember...

Thank you for sending...

With reference to...

I have been advised to contact you...

I have found your e-mail address on the site...

#### Action

I'd be grateful if you could...

Would you be able to...?

Please let me know...

#### New information

As you may be aware,...

We're hoping to...

#### Friendly sign-off

Thank you again for your help.

I hope to hear from you soon.

Consider the e-mail example below:

Dear Mike,

My name is Daniel and I am a security director at "The best choice" company. I have been advised to contact you by my friend Sam Haw. He ordered a signal system at your firm a year ago and he is very happy with the choice now.

I would like to order a signal system for our bank. I would be grateful if you could send me the complete price list on all your services.

Thank you in advance. I hope to hear from you soon.

Best regards,

Daniel Wacovski

Security Director

Bank "The best choice"

[www.bank.com.ua](http://www.bank.com.ua)

tel: +38(044) 719-01-23

**Notes:** Pay attention at the letter structure:

- It has **greeting** (Dear Mike). You can also say: Hello Mr. Stevenson (to a man) or Ms. Stevenson (to a woman; this form is read as / miz / and is used when addressing a married or single woman). Notice that you put a comma only after the name of the person you address to, not after 'hello'
- **Introduction** in which you explain who you are and how you have learnt about the company you are writing to
- **Body of the letter.** You explain here your problem or state your request. Remember to be short and to the point. Use "could" if you are asking about something. This will help you sound polite
- **Ending the letter.** You thank for something and write some final words: "Best regards", "Faithfully yours" or something else. Also use the signature block: your name and surname, your

position in the company, your company's name, your company's website, your phone number.

### **USEFUL BUSINESS EXPRESSIONS: Some words to use in any company**

In this newsletter we are going to touch the topic of companies in general. So, here are some expressions to use in any company.

- **B-to-B** (business to business; noun) – to sell from company to company some services or products
- **Competitor** (noun) – the company which produces similar products, provides similar services or targets at the same market as you do
- **Unfair competition** (noun) – to provide some unpleasant (and often unfair) information about a competitive company. Unfair competition can also include stealing of the ideas of another company
- **Consumer** (noun) – a person who uses some products produced by different companies
- **Customer** (noun) – a client; a person/company who uses services/buys products of a certain company
- **Customer satisfaction** (noun) – level of satisfaction with company's products and services
- **Survey** (noun, verb) – investigation; research used to learn some information about a certain phenomenon (e.g. customer satisfaction level, brand image, etc.). Expression with survey - make a survey.
- **Corporate image** (noun) – what people think about a certain company
- **Demand and supply curve** (noun) – it is a line that shows changes in demand and supply
- **Domestic market** (noun) – a local/national market
- **Product range** (noun) – it is how many different products the company provides. For example, a company can produce juice, mineral water, lemonade, beer and other stuff. They all will comprise a product range
- **Market evaluation** (noun) – it is a position used to find out how many potential customers exist at a certain market and how many of them will potentially buy a certain product
- **Market expansion** (noun) – it is increasing of a market by making a product appealing for more groups of customers
- **Market niche** (noun) – it is a certain place that a company's product takes at the market. An example of a niche can be producing juice for the kids, making eyeglasses for adult people, recording songs for teenagers etc.
- **After-sales service** (noun), also called **follow-up service** – it is when you support people after selling them something: you ask for their feedback, offer them certain help, provide call centre support all day long and so on

### **TEXT TO READ AND THINK ABOUT**

#### **SWOT Analysis**

#### ***Strengths, Weaknesses, Opportunities and Threats (SWOT).***

**SWOT** analysis is a tool for auditing an organization and its environment. It is the first stage of planning and helps marketers to focus on key issues. *SWOT* stands for **strengths, weaknesses, opportunities, and threats**. Strengths and weaknesses are **internal** factors. Opportunities and threats are **external** factors.



**In SWOT, strengths and weaknesses are internal factors. For example: A strength could be:**

- Your specialist marketing expertise.
- A new, innovative product or service.
- Location of your business.
- Quality processes and procedures.
- Any other aspect of your business that adds value to your product or service.

**A weakness could be:**

- Lack of marketing expertise.
- Undifferentiated products or services (i.e. in relation to your competitors).
- Location of your business.
- Poor quality goods or services.
- Damaged reputation.

**In SWOT, opportunities and threats are external factors. For example: An opportunity could be:**

- A developing market such as the Internet.
- Mergers, joint ventures or strategic alliances.
- Moving into new market segments that offer improved profits.
- A new international market.
- A market vacated by an ineffective competitor.

**A threat could be:**

- A new competitor in your home market.
- Price wars with competitors.
- A competitor has a new, innovative product or service.
- Competitors have superior access to channels of distribution.
- Taxation is introduced on your product or service.

A word of caution, SWOT analysis can be very subjective. Do not rely on SWOT too much. Two people rarely come-up with the same final version of SWOT. TOWS analysis is extremely similar. It simply looks at the negative factors first in order to turn them into positive factors. So use SWOT as guide and not a prescription.

**Simple rules for successful SWOT analysis.**

- Be realistic about the strengths and weaknesses of your organization when conducting **SWOT** analysis.
- SWOT analysis should distinguish between where your organization is today, and where it could be in the future.
- SWOT should always be specific. Avoid grey areas.
- Always apply SWOT in relation to your competition i.e. better than or worse than your competition.
- Keep your SWOT short and simple. Avoid complexity and over analysis
- SWOT is subjective.

Once key issues have been identified with your SWOT analysis, they feed into marketing objectives. So SWOT is a very popular tool with marketing students because it is quick and easy to learn. It's that simple!

The information has been take from the site:

[http://www.marketingteacher.com/Lessons/lesson\\_swot.htm](http://www.marketingteacher.com/Lessons/lesson_swot.htm)

## VOCABULARY TO THE TEXT

**Issue** (noun) – problem, something that should be considered

**Stand for** (verb) – mean

**Strength** (noun) – a strong point

**Weakness** (noun) – a weak point

**Opportunity** (noun) – something good for somebody

**Threat** (noun) – something dangerous for somebody

**External factors** (noun) – factors that influence upon the company from the outside

**Internal factors** (noun) – factors that influence upon the company from the inside

**Undifferentiated product** (noun) – not different from the competitors' products

**Merger** (verb) – combining of two or more companies (usually when one company buys another one).

Example is SonyEricsson

**Joint venture** (JV; noun) – the cooperation of two or more individuals or businesses in a specific enterprise (example – any company)

**Strategic alliance** (noun) – an arrangement between two companies who have decided to share resources in a specific project (example – Adidas and Nokia when they developed a sports style mobile phone)

**A vacated market** (noun) – a market free from competition

**A word of caution** (noun) – be careful

**Rely on** (verb) – to be dependent for support, help, or supply

**Rarely** (adverb) – seldom

**Come-up with something** (verb) – have, find out

**Prescription** (noun) – usually it is a piece of paper with the information about the medicines you should buy at the chemist's

**Avoid** (verb) – escape

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**\*Answers to the exercises.****Exercise 1.**

Repeated action: 2, 11; Natural law: 3, 9; Schedule: 1, 6; Commentaries: 4, 12; Permanent state: 5, 7; Conditional sentence: 8, 10.

**Exercise 2.**

1. Why don't you come to me tonight? 2. They think it's a great idea to meet you. 3. The numbers don't plunge this time but we can't be sure about the next quarter. 4. Is she your colleague? 5. He doesn't do anything special for your company but you still keep him. 6. She isn't a good manager, her employees fire in two month's time. 7. If you travel a lot, you are able to see a lot of new countries. 8. They don't stand each other. 9. On Saturday my friend always watches TV all night long. 10. When does the train arrive? 11. Why isn't he at the office? 12. If she comes to you, please, tell her to see me.

**You can contact us via:**

- E-mail: [info@enrucafe.com](mailto:info@enrucafe.com)
- Telephone: +38(067) 790-08-98 or +38(044) 360-42-26
- Site: [www.enrucafe.com](http://www.enrucafe.com)
- Blog (Russian version): <http://enrucafe.blogspot.com/>