

# Rezvani Motors



<b>Industry</b>	Automotive
<b>Founded</b>	Irvine, California 1 January 2013
<b>Founder</b>	Ferris Rezvani
<b>Headquarters</b>	911 Daytona Drive, Irvine, California, CA 92606, USA
<b>Number of locations</b>	1 dealership
<b>Tel.</b>	* ( 1 ) 959 704 6283
<b>Key people</b>	Ferris Rezvani, Chairman & CEO Samir Sadikhov, Head of Design
<b>Number of employees</b>	63
<b>Website</b>	<a href="https://www.rezvani_motors.com/rezvani-models">https://www.rezvani_motors.com/rezvani-models</a>

**Rezvani Motors** is an American automotive designer and manufacturer of high-performance sports cars based in Irvine, California. Rezvani Motors is owned by Iranian-American Ferris Rezvani, a designer who formerly worked with Aston Martin, Ferrari and DBC.

## History

Rezvani Motors was founded in 2013 by Ferris Rezvani. In June of that year, Rezvani Motors introduced the Rezvani Beast based on the Ariel Atom. Rezvani Motors' vehicles are produced in a 50,000-square-foot facility in Santa Ana, California. Chris Brown purchased the first Rezvani Beast in 2015 for \$200,000. The car was used in the filming of Brown's single "Liquor." Enrique Iglesias drove the Rezvani Beast in his music video "El Baño".



## THE VENGEANCE

<https://www.youtube.com/watch?v=3krv4Xa-PIk>

In 2022, Milen Ivanov, a digital artist who had previously conceived cars for video games, designed the Vengeance to look like a vehicle in a game. The car has 35-inch tires suited to difficult off-road driving. The vehicle can transport eight passengers in three rows of seats.



### Military Package

- Bullet proof glass and body armor
- Underside explosive protection
- Smoke Screen
- Military Runflat Tires
- Thermal Night Vision System
- Reinforced suspension
- Electromagnetic Pulse Protection
- Steel Ram Bumper
- Optional explosive device detection
- Continuous Video Recording
- Electrified Door Handles
- Siren and Horn Options
- Strobe Lights
- Blinding Lights
- Intercom System
- Magnetic Dead Bolts
- Pepper Spray Dispenser
- 7 built proof vests
- 7 bullet proof helmets
- Gas masks
- First Aid kit

The Vengeance is built to special order. The basic price is US\$285,000, increasing to a maximum of \$782,250 with all options.

## DISCUSSION

1) Describe the ideal customer for (i) the Rezvani Beast and (ii) the Rezvani Vengeance.

2) Who could provide a convincing celebrity endorsement for (i) the Rezvani Beast and (ii) the Rezvani Vengeance?

3) A USP (Unique Selling Point or Unique Selling Proposition) is a marketing statement that differentiates a product or brand from its competitors. What is the USP of the Rezvani Vengeance?

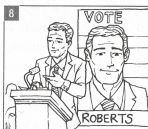
4) Which market(s) should Rezvani Motors focus on and why?



# 1 Jobs

## 1 Match the jobs to pictures 1-12.

a businesswoman ☒ 9 a businessman ☐ a nurse ☐ a secretary ☐ a footballer ☐ a pilot ☐  
 a taxi driver ☐ an artist ☐ a singer ☐ a hairdresser ☐ a journalist ☐ a politician ☐



## AROUND THE WORLD

'Speakout Starter Student's Book Video Unit 1'

<https://www.youtube.com/watch?v=ygb0J3h6wqo>

1) Where does Pablo live ?

What is his job ?

What languages does he speak ?

2) Where does Eric live ?

What is his job ?

What languages does he speak ?

3) Where does Mina live ?

What is her job ?

What languages does she speak ?

4) Where does Kusta live ?

What is his job ?

What languages does he speak ?

5) Where does Ayesha live ?

What is her job ?

What languages does she speak ?

TO BE	TO HAVE	HAVE GOT
<p><b>+</b></p> <p>I am You are He / she / it is We are You are They are</p>	<p><b>+</b></p> <p>I have You have He / she / it has We have You have They have</p>	<p><b>+</b></p> <p>I have got You have got He / she / it has got We have got You have got They have got</p>
<p><b>—</b></p> <p>I am not You aren't He / she / it isn't We aren't You aren't They aren't</p>	<p><b>—</b></p> <p>I don't have You don't have He / she / it doesn't have We don't have You don't have They don't have</p>	<p><b>—</b></p> <p>I haven't got You haven't got He / she / It hasn't got We haven't got You haven't got They haven't got</p>
<p><b>?</b></p> <p>Am I ? Are you ? Is he / she / it ? Are we ? Are you ? Are they ?</p>	<p><b>?</b></p> <p>Do I have ? Do you have ? Does he / she / it have ? Do we have ? Do you have ? Do they have ?</p>	<p><b>?</b></p> <p>Have I got ? Have you got ? Has he / she / it got ? Have we got ? Have you got ? Have they got ?</p>

## C

## A rich 36-year-old dentist

## 1 Who is who?

Jane, Pete, Joe and Alice are from Birmingham, London, New York and Canberra (not in that order).

One is a doctor, one a dentist, one an artist and one a shop assistant.

Their ages are 19, 22, 36 and 47.

Apart from English, one of them speaks French, one German, one Greek and one Chinese.

Only one of them is tall, only one is good-looking, only one is rich, only one is dark. The tall one is 22.

One of them is a rich 36-year-old dentist from Canberra who speaks Chinese. What are the others?

**Ask your teacher questions. He or she can only answer Yes or No. Examples:**

*'Is Jane a dentist?' 'No.'*

*'Is the artist good-looking?' 'Yes.'*

*'Does Joe speak Chinese?' 'Yes.'*

		Alice	Joe	Pete	Jane
Appearance	Tall				
	Good-looking				
	Rich				
	Dark				
Age	19				
	22				
	36				
	47				
Profession	Doctor				
	Dentist				
	Artist				
	Shop assistant				
Home	Birmingham				
	London				
	New York				
	Canberra				
Languages	French				
	German				
	Greek				
	Chinese				

A B

A B C

A B C D E F G

H I J

K L M

N O P Q R S T U

V W

X Y Z



# EMAIL SYMBOLS

@

.

:

/

\

A—A

A\_A

~

## EMAIL ADDRESSES

boris \_ johnson @ brexit – bonanza . co .uk

https: // www . Harry – and \_ Meghan . fb \ Hollywood

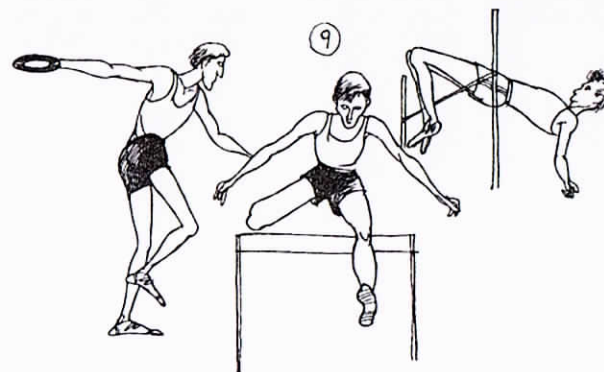
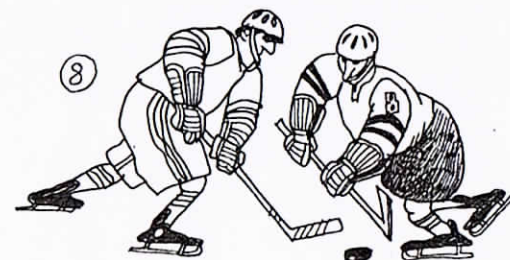
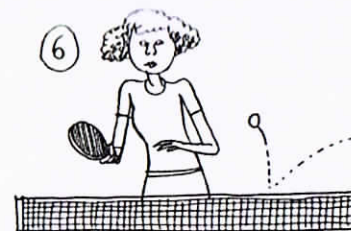
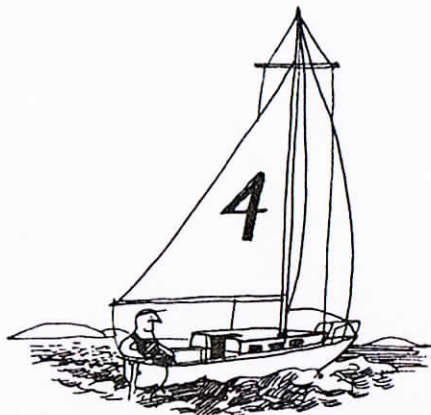
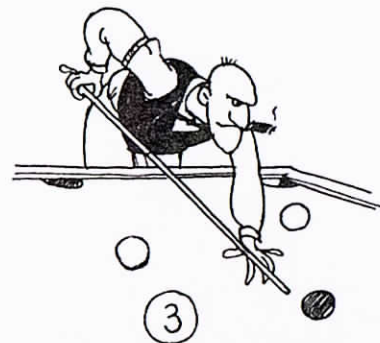
kim ~ jong – un @ north \_ korea . lv

https: // www . quid – pro \_ quo . quiz

# 42 Sports and pastimes 1

Write the number of each drawing next to the correct word.

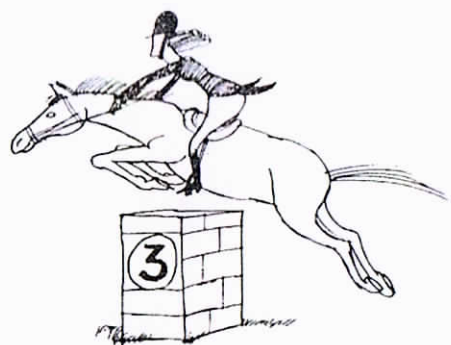
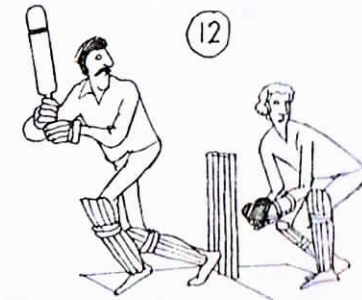
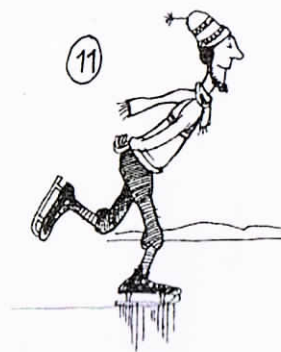
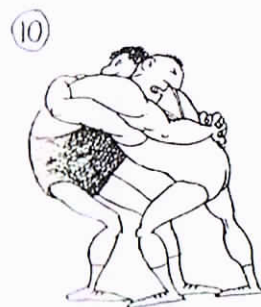
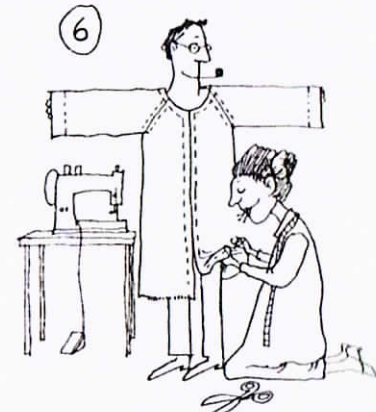
table tennis	.....	skiing	.....	painting	.....
billiards	.....	chess	.....	pottery	.....
ice hockey	.....	sailing	.....	cycling	.....
football	.....	athletics	.....	photography	.....



# 43 Sports and pastimes 2

Write the number of each drawing next to the correct word.

stamp collecting .....	dressmaking .....	gardening .....
wrestling .....	skating .....	roller-skating .....
tennis .....	jogging .....	fishing .....
golf .....	show jumping .....	playing cricket .....



## Hiring a car

- 5** a) Molly and David are at a car-hire office. Look at the photo. Match these words to Molly's things 1–4.

a credit card   a passport   a business card   a letter

**b)** Answer these questions about Molly.

- |                      |                             |
|----------------------|-----------------------------|
| 1 Is she Australian? | 3 Is she married or single? |
| 2 What's her job?    | 4 How old is she?           |



[illegible]

**6** a) Match these words to the letters a)–j) in the pictures.

- |                        |                       |
|------------------------|-----------------------|
| 1 first name <i>g)</i> | 6 mobile number       |
| 2 surname              | 7 home address        |
| 3 nationality          | 8 postcode at work    |
| 4 home phone number    | 9 email address       |
| 5 work number          | 10 credit card number |

2

c 22 Harris Street  
London SE6 1GY

d Tel: 020 8566 7821

e Mobile: 03342 678922

Dear Jenny,

22nd March

Hi! How are you? Thanks very much for the book.  
It's very good.

3

EUROBANK  
CREDIT CARD

EB



f

4550 7690 7172 3059

4550

VALID FROM 02/05 EXPIRES END 01/10

MRS MOLLY J BLACKWELL



4

WOLF &amp; JONES LTD

63 Bank Street  
London

h EC2Y 6HD

g

Molly Blackwell  
Company Lawyer

i

TEL: 020 7544 3219

FAX: 020 7544 8735

j

EMAIL: molly.blackwell@wjil.com

## Help with Listening Sentence stress (1)

7

a) R1.17 Listen to these questions and notice the sentence stress. We stress the important words.

- 1 What's your surname, please?
- 2 What's your first name?
- 3 And what's your nationality?
- 4 What's your address?
- 5 What's your home phone number?
- 6 And what's your mobile number?
- 7 What's your email address?

b) Listen again. Notice how we say *your* /jə/ and *and* /ən/ in these sentences.

8

a) **R1.18** Listen to David's conversation and fill in the gaps on the form.

CCH452

## Car Hire Form

Customer ref. 000237



Surname

First name

David

Nationality

Address

Road

Birmingham

Home phone number

Mobile phone number

07810

email address

dholmes@webmail.com

b) Look at R1.18, p148. Listen again and notice the sentence stress on the woman's sentences.

## Real World Asking people to repeat things

9

a) **R1.19** Listen to the sentences from the conversation in **8a**). Fill in the gaps with these words. Then check in **RW1.2** p123.

say repeat again could sorry

1 Could you ..... that ..... , please?

2 I'm ..... ?

3 Sorry, ..... you ..... that, please?

b) **P** Listen again and practise. Copy the polite intonation.

10

a) **R1.20** **P** Listen and practise the questions in **7a**).

b) Work in pairs. Interview your partner and fill in the form.

CCH452

## Car Hire Form

Customer ref. 000238



Surname

First name

Nationality

Address

Home phone number

Mobile phone number

email address

## Q&A

TITLE: Mr ("Mister"),Mrs ("Misses'),Miss ("Miss"),Ms ("Mzzz"),Dr ("Doctor"),Prof. ("Professor")

FIRST NAME: "What is your name?" – "How do you spell that?"

SURNAME: "What is your surname?" – "How do you spell that?"

ADDRESS: "What is your address?" – "How do you spell that?"

EMAIL ADDRESS: "What is your email address?" – "How do you spell that?"

PHONE: "What is your phone number?"

NATIONALITY: "What is your nationality?"

DATE OF BIRTH: "What is your date of birth?"

AGE: "How old are you?"

MARITAL STATUS: "Are you married?"

LANGUAGES SPOKEN: "What languages do you speak?"

PREFERRED JOB: "What kind of job would you like?"

"What sort of job are you looking for?"

## Car Hire Form

Customer ref: 00239

Mr ☐ Mrs ☒surname Morenofirst name Raquelnationality Mexicanaddress 15 Grove RoadLondon SW7 4FLmobile number 07799 354981home number 020 7782 4690email address moreno23@ibana.com

## Car Hire Form

Customer ref: 00240

Mr ☒ Mrs ☐

surname \_\_\_\_\_

first name \_\_\_\_\_

nationality \_\_\_\_\_

address \_\_\_\_\_

mobile number \_\_\_\_\_

home number \_\_\_\_\_

email address \_\_\_\_\_

## Car Hire Form

Customer ref: 00241

Mr ☒ Mrs ☐surname Langletfirst name Jacquesnationality Frenchaddress 48 Porthall StreetLondon EC16 7DQmobile number 07344 126544home number 020 8788 3286email address jlanglet@freeweb.com

## Car Hire Form

Customer ref: 00242

Mr ☐ Mrs ☒

surname \_\_\_\_\_

first name \_\_\_\_\_

nationality \_\_\_\_\_

address \_\_\_\_\_

mobile number \_\_\_\_\_

home number \_\_\_\_\_

email address \_\_\_\_\_

## Car Hire Form

Customer ref: 00239

Mr ☐ Mrs ☒

surname \_\_\_\_\_

first name \_\_\_\_\_

nationality \_\_\_\_\_

address \_\_\_\_\_

mobile number \_\_\_\_\_

home number \_\_\_\_\_

email address \_\_\_\_\_

## Car Hire Form

Customer ref: 00240

Mr ☒ Mrs ☐surname Amatofirst name Salvatorenationality Italianaddress 33 Lissen RoadLondon W18 8HTmobile number 07930 239982home number 020 8244 7941email address salvamoto@globenet.co.uk

## Car Hire Form

Customer ref: 00241

Mr ☒ Mrs ☐

surname \_\_\_\_\_

first name \_\_\_\_\_

nationality \_\_\_\_\_

address \_\_\_\_\_

mobile number \_\_\_\_\_

home number \_\_\_\_\_

email address \_\_\_\_\_

## Car Hire Form

Customer ref: 00242

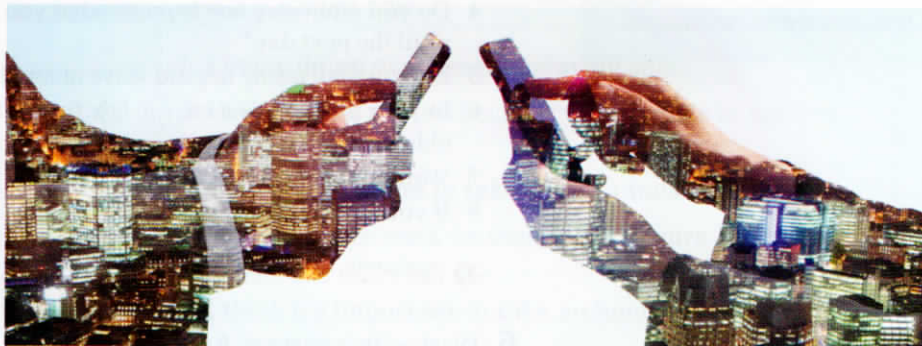
Mr ☐ Mrs ☒surname Yamazakifirst name Kumikonationality Japaneseaddress 11 Denzel StreetLondon E4 5RFmobile number 07883 233451home number 020 7922 3211email address kumiko37@webmail.com



## Business communication | Exchanging contact details

- 1** How much information do you keep about your work contacts? Tick (✓) the type of information you keep.

<input type="checkbox"/> Email	<input type="checkbox"/> Website	<input type="checkbox"/> Work address
<input type="checkbox"/> Home address	<input type="checkbox"/> Mobile number	<input type="checkbox"/> Office number
<input type="checkbox"/> Home number	<input type="checkbox"/> Picture	<input type="checkbox"/> Name of spouse
<input type="checkbox"/> Name(s) of children	<input type="checkbox"/> Birthday	<input type="checkbox"/> Other?



- 2** How difficult is it to organize contact information these days? Why?
- 3** ▶ **2.3** Listen to a phone conversation between two colleagues, Raul and Mirella. Complete the missing information from a business card.

Name: Leif \_\_\_\_\_

Office: \_\_\_\_\_

Email: \_\_\_\_\_

Company website: \_\_\_\_\_

- 4** ▶ **2.3** Match expressions 1–8 to responses a–h. Then listen again and check.

- 1 Could you give me his details? \_\_\_\_
- 2 Can I have his number? \_\_\_\_
- 3 Sorry, can you repeat that? \_\_\_\_
- 4 So that's 96 7 55 6745. \_\_\_\_
- 5 And do you spell his last name with one N or double N? \_\_\_\_
- 6 Sorry, was that E-R or A-R? \_\_\_\_
- 7 Do you have his email? \_\_\_\_
- 8 What's his company's web address? \_\_\_\_

- a A as in apple. So it's Gunnarson.
- b Yes, it's double 0 46 for Sweden. And then 967 double 5 6745.
- c It's www.SBNshipping.se/sales. The SBN is in upper case letters.
- d Double N. So that's G-U-N-N-A-R-S-O-N.
- e Yes, that's it.
- f It's leif.gunnarson@sbnshipping.se
- g Yes, sure.
- h His mobile or his office?

» For more exercises, go to **Practice file 2** on page 108.

- 5** Prepare for a similar conversation with your partner. Write down a last name, a phone number, email and company web address.
- 6** Take turns to ask for and give the contact details using these prompts. Afterwards, check the information is correct.
- 1 Can / last name?
  - 2 What / number?
  - 3 Could / give / email?
  - 4 Do / company web address?
- 7** Work with a partner and practise two similar phone conversations. **Student A**, turn to page 137. **Student B**, turn to page 142.

### Key expressions

#### Asking for contact details

Could you give me her details?  
Can I have his number?  
What's your web address?  
Do you have his/her email?

#### Saying phone numbers and emails

00 = double zero / zero zero / double oh  
Say phone numbers in groups:  
095...745...6745  
@ = at     . = dot     / = slash  
\_ = underscore     - = dash  
lower case = a, b, c, etc.  
UPPER CASE = A, B, C, etc.

#### Checking numbers and spelling

So that's ...  
Do you spell that with one N or double N?  
A for apple. / A as in apple.  
A not E.

#### Asking for repetition and clarification

Can you say that again?  
Can you repeat that?  
Is that E-R or A-R?  
Sorry, was that E-R or A-R?

## Unit 2 | Business communication, exercise 7

Student A

Call 1:

You met Keiran at a meeting last week in Dublin. You can't find his contact details. Call Student B and ask for Keiran's last name, mobile number and email.

Call 2:

Answer Student A's phone call. Give the information on this contact:

Marianne Chiew

00 86 10 6957 8699

[www.KALglobal.org.hk](http://www.KALglobal.org.hk)

## Unit 2 | Business communication, exercise 7

Student B

Call 1:

Answer Student A's phone call. Give the information on this contact:

Keiran Geraghty

00 353 1 657 4770

K\_geraghty@iol.ie

Call 2:

You met Ms Chiew at an exhibition stand in Hong Kong. You can't find her contact details. Call Student A and ask for her first name, office number and company website.



## Working with words

- 1 Complete the sentences with the phrases from the list.

*flexitime overtime home-working core hours  
lunch break public holiday paternity leave  
unpaid leave annual leave statutory pay*

- I work flexitime, so I can start and finish my working day whenever I like.
- Our employees' \_\_\_\_\_ are between ten and four, when they have to be in the office.
- Last week, I worked for 55 hours, so I did 20 hours \_\_\_\_\_.
- I work from home once a week because my company has a system of \_\_\_\_\_.
- With maternity leave, the first 12 weeks are fully paid and then you receive 27 weeks' \_\_\_\_\_, which is less.
- I rarely take a \_\_\_\_\_. I usually keep working and eat my sandwich at my desk.
- In many countries, 1st January is a \_\_\_\_\_.
- Nowadays, more fathers are taking \_\_\_\_\_ to help with a new baby.
- Last year, I took six months \_\_\_\_\_ to travel round the world. It was a great experience but I missed receiving a salary!
- I need to take the rest of my \_\_\_\_\_ before the end of the year or I'll lose it.

- 2 Choose the correct words (a, b or c) to complete 1–6 in the text.

According to research by Peran Kandola, a business psychology firm, 86% of employees also see a link between their moods and how well they do their work. How can this help us at work?

- Take control. If you don't like the terms and 1 \_\_\_\_\_ at your company, do something about it. Talk to someone or maybe even change jobs.
- Don't work late every day or be the person who always says, 'I'll work 2 \_\_\_\_\_!' It'll only end up with you needing to take 3 \_\_\_\_\_ leave.
- Keep your body healthy as well as your mind. Try cycling to work or do exercise during your 4 \_\_\_\_\_ like a walk round the building.
- Aim for a good work-life 5 \_\_\_\_\_. Make time for your family and friends. Make sure you take time off when you need it and always take your full 6 \_\_\_\_\_.

- |                     |                |                |
|---------------------|----------------|----------------|
| 1 a conditions      | b agreements   | c employment   |
| 2 a core hours      | b overtime     | c unpaid       |
| 3 a annual          | b statutory    | c sick         |
| 4 a holiday         | b lunch break  | c unpaid leave |
| 5 a balance         | b day          | c flexible     |
| 6 a paternity leave | b annual leave | c flexitime    |

## Business communication

- 1 Put the words in the correct order to make questions in a phone conversation.

- last name / what / his / 's  
What's his last name?
- say / can / that / you / again  
\_\_\_\_\_?
- his / have / number / can / I  
\_\_\_\_\_?
- that / is / case / lower / all  
\_\_\_\_\_?
- GSA / or / that / was / GSI  
\_\_\_\_\_?
- me / you / give / that / could  
\_\_\_\_\_?

- 2 Now complete 1–6 in the conversation with the questions a–f from 1.

- Katja Hello, Katja speaking.  
Niki Hi, Katja. It's Niki.  
Katja Oh, hi.  
Niki You know the man we met yesterday?  
Katja Paul?  
Niki Yes. 1 \_\_\_\_\_  
Katja Bicknell. Paul Bicknell.  
Niki Thanks. 2 \_\_\_\_\_  
Katja Sorry, I don't have it but I do have his email.  
Niki That's great. 3 \_\_\_\_\_  
Katja Yes, sure. It's p dot bicknell at ...  
Niki Sorry, 4 \_\_\_\_\_  
Katja P dot bicknell at GSI dot org.  
Niki 5 \_\_\_\_\_  
Katja I as in India.  
Niki Thanks. 6 \_\_\_\_\_  
Katja GSI is upper case.  
Niki So that's p dot bicknell at GSI dot org.  
Katja That's right.

- 3 Write the email addresses, URLs and phone numbers.

- It's g, e, c at hotmail dot com.  
\_\_\_\_\_
- My number's double zero, double four, three one nine, double four, oh one oh.  
\_\_\_\_\_
- My email's Lydia underscore forty-nine, at yahoo dot d for dog, t for Turkey.  
\_\_\_\_\_
- The new website is www dot, about dash, me, dot com, slash courses, underscore online.  
\_\_\_\_\_

## GRAMMAR REFERENCE

### The infinitive form

#### Form

The infinitive is formed with *to* + base verb (e.g. *to meet*, *to change*, *to save*).

#### Use

Use the infinitive form of the verb

- after an adjective:

*It's **important** to know the truth.*

*We're very **pleased** to meet you.*

- to express purpose:

*I always check with everyone **to make sure** they are happy.*

***To save energy** around the offices, we use timers.*

- after verbs about plans and decisions:

*We **intend** to change the policy.*

*They've **decided** to stop buying from us.*

### The -ing form

#### Form

The -ing form is formed with the base verb + *ing* (e.g. *meeting*, *changing*, *saving*).

#### Use

Use the -ing form of the verb

- after verbs about likes/dislikes:

*I **like playing** sport at the weekends.*

*We **enjoyed meeting** you all.*

- after a preposition:

*I need to work **on improving** my IT skills.*

*I look forward **to seeing** you all next week.*

- 1 Complete the sentences with the phrases from the list.

*difficult to know    sad to see    important to be  
right to ask    afraid to leave    nice to see*

- 1 It was so \_\_\_\_\_ you again.  
You look so well.

- 2 It's really \_\_\_\_\_ what we should do next. There isn't an easy solution.

- 3 With staff who aren't working hard enough, it's \_\_\_\_\_ firm but fair.

- 4 I'm \_\_\_\_\_ my current job in case I can't get another.

- 5 On behalf of everyone here, we are \_\_\_\_\_ you go but want to wish you luck in your next job.

- 6 I think you're absolutely \_\_\_\_\_ for a pay rise. It's long overdue.

- 2 Complete the sentences with the infinitive or -ing form of the verbs in brackets.

- 1 They want \_\_\_\_\_ (change) to a system of flexitime.

- 2 Would you like \_\_\_\_\_ (join) us for dinner?

- 3 I really dislike \_\_\_\_\_ (be) late for anything.

- 4 Do you think he'd be interested in \_\_\_\_\_ (apply) for this vacancy?

- 5 Thanks very much for \_\_\_\_\_ (invite) us to look round.

- 6 When do you plan \_\_\_\_\_ (take) your annual leave this year?

- 7 This team is responsible for \_\_\_\_\_ (develop) a new product.

- 8 I'd be happy \_\_\_\_\_ (help) you with this.

- 9 When did you decide \_\_\_\_\_ (requalify)?

- 10 We look forward to \_\_\_\_\_ (see) you on the 21st.

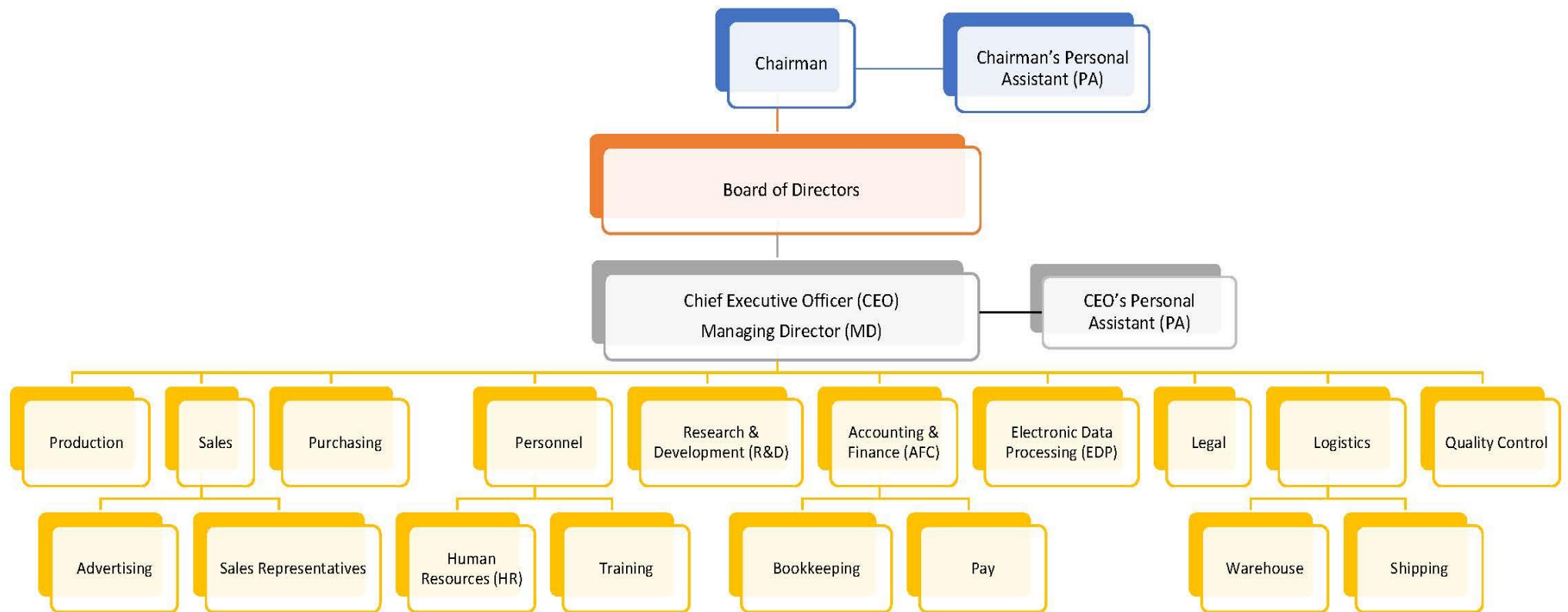
- 3 Complete the introduction to a meeting with the infinitive or -ing form of the verbs from the list.

*spend    arrive    interview    keep    make    talk  
offer    sum up*

Hello, everyone, and thank you all for <sup>1</sup> \_\_\_\_\_ on time today. I realize you're all busy, so I hope <sup>2</sup> \_\_\_\_\_ this meeting brief. As you know, we have been looking at ways of <sup>3</sup> \_\_\_\_\_ employees the opportunity to work more flexible hours, and I think we have finally come up with a solution <sup>4</sup> \_\_\_\_\_ sure everyone can achieve a better work-life balance. The process has involved <sup>5</sup> \_\_\_\_\_ a large number of different people in every department and I have to say that I've really enjoyed <sup>6</sup> \_\_\_\_\_ time talking to many of you. Anyway, I'd like <sup>7</sup> \_\_\_\_\_ by presenting the overall feedback and then I plan <sup>8</sup> \_\_\_\_\_ about the main points of our proposal.



Chartered Accountants & Auditors



## COMPANY PROFILES

### What is a Company Profile?

Your company profile is a professional introduction. It aims to inform people (primarily prospective buyers and stakeholders) about your products, services, and current status.

### What should be included in a Company Profile Presentation?

Your company's profile is like a résumé, outlining its greatest achievements, goals, and potential. It should include all the data prospective clients and customers need to know.

<https://www.impactbnd.com/blog/examples-of-company-profile-pages>

See how real companies devise effective websites by clicking on the various links (Zappos, Google, Starbucks etc.).

### Examples of Innovative Products and Services

The Cicret Bracelet (concept video)

<https://www.youtube.com/watch?v=9J7GpVQCfms>

The Zao Deepfake App

<https://www.facebook.com/Loopsiderenglish/videos/we-tried-out-the-deepfake-app-zao/386612385624696/>

## COMPANY PROFILES: CONTENTS

### The Business Details

When you begin, gather the details listed below. These items should appear at the beginning of your company profile. Keep them accurate and up-to-date.

- Company name
- Established date
- Physical address per location
- Phone and fax numbers
- Website URL
- Email address

### The Company Basics

These items will vary depending on your business type. So, just keep in mind that they may not all apply to your company, but you should include those that do.

- Description of the business including the Mission and/or Vision
- Product descriptions
- Description of services
- History, expansion, and growth
- Public relations
- Advertising
- Industry information
- Safety, health, and environmental policies
- Core team details
- Client portfolio

### The Highlights

The next set of items also will not apply to every company. These are some of the types of notable achievements and accomplishments that you should include.

- Awards
- Certifications
- Special programs and projects
- Testimonials
- News or media recognition

### Optional Items

You may see the following items in other company profiles or within the samples and templates below. If you feel that any of these is noteworthy for your business, then you should include them.

- Annual sales
- Financial targets
- Number of employees
- Partners
- Photographs

# How to Write a Company Profile

## 1. The Title Slide

The first slide of your company profile presentation should contain all the basic company information. To determine what these elements are, just ask yourself what you would want to know about a potential client. Things like: Company name, Address, Phone Number, Website, Email etc.

## 2.The Overview

(i) The next slide should outline the company's goals and objectives. First, describe the big picture. Then describe the actionable steps in front of you. What are the things you've decided to achieve in the coming year?

(ii) The story so far. Tell a story. Be Chronological. An effective company profile presentation is usually sequential. When people look at your company overview, they expect the information to be set out in chronological order.

## 3. Products and Services

Next, you should introduce your Products and/or Services. Describe a few problems that the audience can relate to. Make sure you introduce every single feature of your product and/or service from the perspective of the consumer.

- (i) Describe some common problems
- (ii) Then propose some feasible solutions
- (iii) Introduce the features of your products/services that solve these problems

Be interactive. Time your speech so that there's room for questions afterwards but ask the most important questions yourself during the presentation to see if someone in the audience can answer them.

So, before you offer the solution to a problem, ask your audience to tell you how they would solve it. You can even introduce key features as questions. This gives your audience a chance to think of possible solutions before you give them yours.

## 4. Introduce the Team

If you want your company to seem trustworthy, it must be unified. So, talk about your team members and how they're a part of your vision. Mention how they fit into the bigger picture, and how they helped you to see it in the first place.

You can either dedicate a whole slide to listing your team members or briefly show your team in a group picture on a slide while you talk about it. This fosters a sense of collaboration.

## 5. Call to Action

Conclude your company profile presentation with a Call to Action (CTA).

Be specific. Tell the audience everything you need from them. For example, the type of investment you need and the return they can expect.

A Call to Action is now standard practice for the ending of business presentations. Be honest about what you want the audience to do. Persuade them to take those actions by daring them to do so. Promise them they will see the results for themselves.

## 6. Any Questions?

The last slide of your company profile presentation should invite the audience to ask questions. Set aside five or ten minutes to address the most important issues. While you are writing your presentation, try to imagine what questions the audience will ask. Make sure you are prepared to answer them.

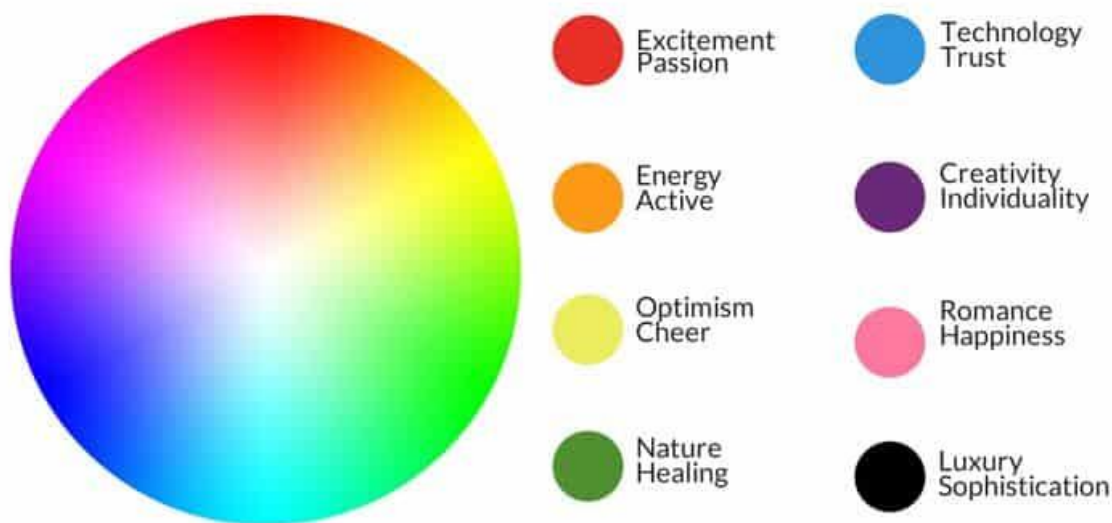
# PRESENTATION

## Find the Right Templates

When it comes to choosing the right company overview templates, you can't go wrong with a standard format. Since your presentation is going to be chronological, every template is going to have the same elements in the same order.

Picking the right template for your Company Profile Presentation entails capturing the branding. Do not use too many colours. If you want to be unique, your brand should stand out. So, pick a few shades that people start associating with your brand.

Use the psychology of colour to determine the best shades for your brand, and pay attention to what the others are doing.



## Now You're Ready to Present Your Company

As you can see, Company Profile Presentations are not difficult. Make sure you know what you're selling, and be honest about it. Talk about all the problems that exist before you start mentioning the features you're solving them with. Stick to those problems long enough in order for them to start resonating with the audience. Then, introduce your solutions, step-by-step, with questions and stories. Use the power of colour psychology to choose the right look for your company overview template and branding. Don't forget to include the rest of your team. And don't forget to be specific and honest in your call to action. Tell the audience what you really need – they'll appreciate the honesty. After that, kindly invite or dare them to take the action, and become part of your company's journey.