

Cizojazyčná příprava AJ 2

Distanční studijní text

Martina Chylková, Janusz Karpeta

Karviná 2018



**SLEZSKÁ
UNIVERZITA**
OBCHODNĚ PODNIKATELSKÁ
FAKULTA V KARVINĚ

- Obor:** Jazykověda.
- Klíčová slova:** Marketing and Selling, Advertising, Entrepreneur, Business Organisation and People, Cutting Costs, Profit, Loss and Payment, Global Trade.
- Anotace:** Opora Cizojazyčná příprava AJ 2 je určena pro studenty prezenční i distanční formy studia a svým rozsahem odpovídá výuce anglického jazyka za třetí semestr na ekonomických fakultách. Opora je rozvržena do šesti tematických okruhů – **Marketing and Selling – Advertising, Entrepreneurs – Business Organisation and People, – Cutting Costs – Profit, Loss and Payment** a obsahuje také anotaci, včetně klíčových slov. Kapitoly jsou rozčleněny do následujících částí: slovní zásoba, text a otázky k textu, nácvik lexika a gramatiky na konci následuje test. Jednotlivé kapitoly si kladou za cíl procvičit, prohloubit a zdokonalit si znalosti v anglickém jazyce v oblasti týkající se marketingu a prodeje, reklamy, podnikatele, obchodní organizace společnosti, nákladů, výkazů zisků a ztrát, a globálního obchodu. Tomu je přizpůsobena slovní zásoba a cvičení. Vybraná obchodní témata připravují svou odbornou slovní zásobou, nácvikem lexika a gramatiky či testů na konci kapitol na typizované a z velké části autentické obchodní situace z jazykového hlediska. Závěrečná část se věnuje aktivnímu nácviku všech nejběžnějších spojení, frází či jiných obchodních obrátů, které moderní obchodní angličtina využívá. Materiál celkově tvoří základ pro zvládnutí jednotlivých problematik v praxi a usnadní posluchačům lépe se adaptovat na cizojazyčné firemní prostředí. Jedním z klíčových výstupů opory Cizojazyčná příprava AJ 2 je kromě zvládnutí slovní zásoby, cvičení lexika či gramatiky, také umění pracovat s odborným textem a v neposlední řadě posílení komunikativních dovedností v moderním profesním podnikatelském prostředí.

Autor: **Mgr. Martina Chylková, PhDr. Janusz Karpeta**

Obsah

ÚVODEM.....	6
RYCHLÝ NÁHLED STUDIJNÍ OPORY.....	7
1 MARKETING AND SELLING – SALES VERSUS MARKETING.....	8
1.1 Vocabulary	8
1.2 The role of sales and marketing, the difference between sales and marketing, smarketing.....	9
1.3 Grammar – Comparatives and superlatives	11
1.4 Grammar – Countable and uncountable nouns	13
1.5 Test.....	15
1.6 Key	17
1.6.1 Test.....	19
2 MARKETING AND SELLING – ADVERTISING	21
2.1 Vocabulary	21
2.2 Marketing activities. Sales activities. Advertising	22
2.3 Persuading	25
2.4 Grammar – Selling changes. Giving reasons and results.....	28
2.5 Presentation relating to a marketing plan.....	29
2.6 Test.....	31
2.7 Key	33
2.7.1 Test.....	37
3 ENTREPRENEURSHIP – ENTREPRENEURS	40
3.1 Vocabulary	40
3.2 Starting a company.....	41
3.3 Entrepreneurs’ stories.....	47
3.4 Grammar – Modal verbs	50
3.5 Test.....	52
3.6 Key	54
3.6.1 Test.....	58
4 ENTREPRENEURSHIP – BUSINESS ORGANISATION AND PEOPLE	61
4.1 Vocabulary	61
4.2 Types of organisation	63

4.3	Meetings	65
4.4	Grammar – Expressions for meetings	69
4.5	Test	71
4.6	Key	73
4.6.1	Test.....	76
5	BUSINESS COSTS – CUTTING COSTS	78
5.1	Vocabulary	78
5.2	Personal and business budgets. Fixed costs, variable costs, investments. Cost cutting and its consequences. Money loss.	80
5.3	Grammar – Future forms and first conditional. Time expressions	82
5.4	Negotiating	84
5.5	Test	88
5.6	Key	89
5.6.1	Test.....	92
6	BUSINESS COSTS – PROFIT, LOSS AND PAYMENT.....	95
6.1	Vocabulary	95
6.2	Financial performance.....	96
6.3	Payment terms	98
6.4	Test.....	100
6.5	Key	102
6.5.1	Test.....	104
7	GLOBAL TRADE.....	107
7.1	Vocabulary	107
7.2	International franchising. A franchise investment	108
7.3	Grammar – Present perfect. Expressions used in scheduling, giving updates and handling questions	112
7.4	Test.....	115
7.5	Key	117
7.5.1	Test.....	121
	DICTIONARY.....	124
	LITERATURA	131
	SHRNUTÍ STUDIJNÍ OPORY	132
	PŘEHLED DOSTUPNÝCH IKON.....	133

ÚVODEM

Opora Cizojazyčná příprava AJ 2 je určena pro studenty prezenční i distanční formy studia a svým rozsahem odpovídá výuce anglického jazyka za třetí semestr na ekonomických fakultách. Opora je rozvržena do šesti tematických okruhů – **Marketing and Selling – Advertising, Entrepreneurs – Business Organisation and People, – Cutting Costs – Profit, Loss and Payment** a obsahuje také anotaci, včetně klíčových slov. Kapitoly jsou rozčleněny do následujících částí: slovní zásoba, text a otázky k textu, nácvik lexika a gramatiky na konci následuje test. Jednotlivé kapitoly si kladou za cíl procvičit, prohloubit a zdokonalit si znalosti v anglickém jazyce v oblasti týkající se marketingu a prodeje, reklamy, podnikatele, obchodní organizace společnosti, nákladů, výkazů zisků a ztrát, a globálního obchodu. Tomu je přizpůsobena slovní zásoba a cvičení. Vybraná obchodní témata připravují svou odbornou slovní zásobou, nácvikem lexika a gramatiky či testů na konci kapitol na typizované a z velké části autentické obchodní situace z jazykového hlediska. Závěrečná část se věnuje aktivnímu nácviku všech nejběžnějších spojení, frází či jiných obchodních obrátů, které moderní obchodní angličtina využívá. Materiál celkově tvoří základ pro zvládnutí jednotlivých problematik v praxi a usnadní posluchačům lépe se adaptovat na cizojazyčné firemní prostředí. Jedním z klíčových výstupů opory Cizojazyčná příprava AJ 2 je kromě zvládnutí slovní zásoby, cvičení lexika či gramatiky také umění pracovat s odborným textem a v neposlední řadě posílení komunikativních dovedností v moderním profesním podnikatelském prostředí. Závěrečná část **Dictionary** se věnuje aktivnímu nácviku všech nejběžnějších spojení, frází či jiných obchodních obrátů, které moderní obchodní angličtina využívá.

RYCHLÝ NÁHLED STUDIJNÍ OPORY

Studijní opora **Cizojazyčná příprava AJ 2** je rozdělena do sedmi kapitol, které navazují na předcházející části a rozvíjejí další témata obchodní angličtiny, případně je prohlubují. Každá kapitola je rozdělena na lexikální část a část gramatickou. V každé kapitole se objevují shodné prvky – např. úvodní text, slovní zásoba, závěrečný test apod. Ke snadnější orientaci studenta slouží tzv. distanční prvky – Průvodce studiem (obsahuje slovní zásobu k tématům), Otázky, Odpovědi, Samostatný úkol apod. Samostatný úkol a Úkol k zamyšlení slouží k samostatné přípravě k dané problematice a bude předmětem diskuse na seminářích nebo tutoriálech. V průběhu lekce si student může zkontrolovat úroveň znalostí pomocí testů, které jsou vkládány dle potřeby, a rovněž každá kapitola je zakončena **souhrnným testem**, který prověří zvládnutí dané problematiky. V závěru opory je umístěn slovník, který je shrnutím základní slovní zásoby užívané v obchodní angličtině. Každá lekce je opatřena klíčem ke cvičením, která to vyžadují. Odpovědi na otázky za textem jsou dohledatelné v textu.

Kapitoly 1 a 2 se zabývají tématy **Marketing and Selling** a **Advertising** s cílem připravit studenty na problematiku marketingu, prodeje a reklamy.

Kapitoly 3 a 4 se soustředí na podnikání **Entrepreneur** a **Business Organisation and People** se zaměřením nejen na podnikání, ale také na podnikatele a typy obchodních společností.

Kapitoly 5 a 6 se věnují oblasti firemní výkonnosti **Cutting Costs** a **Profit, Loss and Payment**, zvláště pak nákladům, investicím, platebním podmínkám.

Kapitola **Global Trade** se zabývá problematikou globálního obchodu, konkrétně franšízou.

1 MARKETING AND SELLING – SALES VERSUS MARKETING



RYCHLÝ NÁHLED KAPITOLY

Kapitola je věnována marketingu a prodeji, které se vyskytují v každé společnosti nebo firmě. Jsou vysvětleny klíčové oblasti marketingu a prodeje a také smarketingu.

V gramatické části se zaměříte na stupňování přídavných jmen a počítatelná a nepočítatelná podstatná jména v angličtině.



CÍLE KAPITOLY

Po absolvování kapitoly budu umět:

- Pojmenovat typické aktivity spojené s marketingem,
 - Pojmenovat typické aktivity spojené s prodejem,
 - Vysvětlit rozdíly mezi marketingem a prodejem,
 - Pohovořit o marketingu a prodeji.
-



KLÍČOVÁ SLOVA KAPITOLY

Advertising, demand, marketing, sales, smarketing, promotion.

1.1 Vocabulary

advertising	reklama
approach	přístup
arise	vznikat
come into contact	vstupovat do kontaktu
common	společný
commission	provize
customer	zákazník

demand	poptávka
detached	oddělený, izolovaný
driven	nadšený, motivovaný
goal	cíl
market	trh
market research	průzkum trhu
measure	změřit, spočítat
objective	cíl
price	cena
promotion	podpora prodeje
purchase	kupovat
pursue	sledovat
revenue	příjem, tržby
target	cíl
tension	napětí

1.2 The role of sales and marketing, the difference between sales and marketing, smarketing

Sales and marketing work well together in the majority of companies, and they see themselves as colleagues with common goals. However, it is interesting to look at the differences between sales and marketing in terms of their jobs and their personalities, as this helps us to understand why tensions might arise.

The fundamental difference is that sales people come into constant and direct contact with customers whereas marketing people, on the whole, do not. Sales people know what the market wants because they talk directly to customers; marketing people know because they do market research.

Marketers create demand through advertising and promotion and they may view the sales function as the necessary final stage in which the customer purchases what they already want.

Sales people, who probably spend a lot of time out of the office meeting customers, may see marketers as slightly detached from reality: marketers plan campaigns and promotions that may be expensive and difficult to measure in terms of effectiveness, while sales people are out on the road doing ‘the hard work’.

A further source of tension is pay. Marketers receive salary; sales people typically work on a basic salary plus commission, and they are also often competing for sales against their own colleagues. In terms of personality, marketers tend to be both creative (e.g. to come up with new campaigns) and analytical (e.g. to analyse market research data). They are often referred to as the ‘creatives’ inside a company. Sales people tend to be driven, competitive, individualistic and intuitive. They like the challenge of trying to meet targets and the chance to earn a lot if they do well. They also pride themselves on their interpersonal

MARKETING AND SELLING – SALES VERSUS MARKETING

skills; in face-to-face interaction, they can sense exactly how to pursue people, and can adapt their persona quickly according to the customer they are speaking to.

Now let us consider smarketing. It is the process of integrating the sales and marketing processes of a business. The objective is for the sales and marketing functions to have a common integrated approach. This can lead to annual revenue growth of up to 20%, according to a study in 2010. The objective is to promote the product or service to potential buyers and at the same time integrate this process with the sales department's activities. Sales and marketing departments should meet frequently and agree on a common terminology, and using data throughout the entire sales and marketing process to identify good prospects and to follow up on how well they are followed up. Smarketing works best when a firm does closed loop reporting by tracking its success with particular prospects from the marketing stage through direct sales efforts.

Zdroj: Sharma, P., a Emmerson, P., 2014. The Business Pre-Intermediate Teacher's Book. London, Macmillan. ISBN 978-0-230-43784-5.



OTÁZKY

- 1 Explain what marketing means.
- 2 Explain what the sales mean.
- 3 Explain the difference between marketing and sales people in companies.
- 4 What do marketers usually do in companies?
- 5 What do sales people usually do in companies?
- 6 What qualities do marketers have?
- 7 What qualities do sales people have?
- 8 Explain the main objectives of smarketing?

LEXIS

1.1 Decide which of the following activities are covered by marketing or sales, write M or S:

1. Overall picture to promote, distribute, price products/services; fulfill customer's wants and needs through products and/or services the company can offer. ...
2. ... fulfill sales volume objectives.

3. shows how to reach to the customers and build long-lasting relationship.
4. targets the construction of a brand identity so that it becomes easily associated with need fulfillment.
5. ... deal with a transaction between two parties where the buyer receives goods (tangible or intangible), services and/or assets in exchange for money.

1.2 Complete the most suitable word:

A purchases, B sales people, C advertising, D promotion, E market research, F demand, G smarketing, H common integrated approach, I customers

The fundamental difference is that sales people come into constant and direct contact with 1. ... whereas marketing people, on the whole, do not. Sales people know what the market wants because they talk directly to customers; marketing people know because they do 2. Marketers create 3. ... through 4. ... and 4. ... and they may view the sales function as the necessary final stage in which the customer 5. ... what they already want. 6. ... are out on the road doing 'the hard work'. 7. ... is the process of integrating the sales and marketing processes of a business. The objective is for the sales and marketing functions to have a I

1.3 Find the opposites:

1. creative ...
2. analytical ...
3. competitive ...
4. individualistic ...
5. intuitive ...
6. driven ...

1.3 Grammar – Comparatives and superlatives

Přídavná jména mají v angličtině tři stupně: základní tvar, druhý stupeň a třetí stupeň. Druhý stupeň se tvoří pomocí +er (faster, quicker, nicer), třetí stupeň pomocí the + est (the fastest, the quickest, the nicest). Dlouhá přídavná jména se stupňují pomocí opisů, a to slovy MORE (more interesting, more beautiful, more intelligent) a MOST (the most interesting, the most beautiful, the most intelligent). V angličtině se vyskytuje několik výjimek:

- **good, better, best**

MARKETING AND SELLING – SALES VERSUS MARKETING

- **bad, worse, worst**
- **far, farther, farthest**
- **far, further, furthest**
- **many, more, most**
- **much, more, most**
- **little, less, least**
- **few, fewer, fewest**

V druhém stupni při porovnávání vlastností předmětů používá angličtina slůvko **THAN**.

V případě, že srovnáváme stejné vlastnosti předmětů, používá angličtina spojení **AS ... AS**.

K dalším menším změnám dochází například v těchto příkladech:

long (dlouhý)	longer (delší)	longest (nejdelší)
big (velký)	bigger (větší)	biggest (největší)
nice (hezký)	nicer (hezčí)	nicest (nejhezčí)
large (velký)	larger (větší)	largest (největší)
clever (chytrý)	cleverer (chytřejší)	cleverest (nejchytřejší)
funny (legrační)	funnier (legračnější)	funniest (nejlegračnější)
dry (suchý)	drier (sušší)	driest (nejsušší)
thin (hubený)	thinner (hubenější)	thinnest (nejhubenější)

Nyní následují další příklady k uvedeným pravidlům výše.

PŘÍKLAD 1

Your last promotion is **better than** the first one.

PŘÍKLAD 2

This is one of **the worst** scenatios that can happen in our company.

PŘÍKLAD 3

The advertising material is **less attractive** than ours.

GRAMMAR-EXERCISES

1.4 Use the correct comparative and superlative forms of the adjectives:

1. boring ...
2. smart...
3. old-fashioned ...
4. brave...
5. limited...

1.5 Complete the suitable comparative and superlative forms of the adjectives:

1. Our department is (big) ... than yours.
2. Computers are (expensive) ... than telephones.
3. Emails are the (cheap) ... way of modern communication.
4. Dealing with foreign clients may be (difficult) ... than with the ones you know well.
5. This is the (quick) ... method of payment.
6. The (easy) ... thing to do is to forward that message as soon as possible.

1.4 Grammar – Countable and uncountable nouns

1. Počítatelná podstatná jména (countable nouns) jsou ta, od kterých lze vytvořit množné číslo, a u kterých můžeme určit počet jednotlivých kusů. U podstatných jmen počítatelných v jednotném čísle nelze použít ve významu 'nějaký' slovo **SOME** ani **ANY**, ale v množném čísle ano, pak ve významu „nějaký“. Množství pak vyjadřujeme pomocí **MANY** ve významu mnoho (many businesses apod.). Otázku na množství tvoříme pomocí **HOW MANY** ve významu kolik (How many companies?). V kladné větě ve významu mnoho se používá jak pro poč., tak i nepoč.podst.jména **a lot of** (There are a lot of new companies being established right now in Taiwan.)

2. Jako nepočítatelná (uncountable nouns) označujeme ta podstatná jména, která spočítat nelze, nelze u nich určit počet kusů. Mezi nepočítatelná obvykle patří podstatná jména abstraktní (love, hate) či látková (sníh, voda, vzduch), nebo další (information, news, baggage, luggage, money apod.). Nepočítatelná podstatná jména se pojí s **SOME** a **ANY** a zastupují tak člen (some water, some air, some information). Otázku na množství tvoříme

MARKETING AND SELLING – SALES VERSUS MARKETING

pomocí **HOW MUCH** (How much time have you got?). Samostatné **MUCH** se objevuje nejčastěji v záporu (We do not have much money left.)

Nyní následují další příklady k uvedeným pravidlům.

PŘÍKLAD 1

She has many business partners in Prague. Ikea has some branches in Italy. There are not any new business opportunities in Romania. We do many projects on our own.

PŘÍKLAD 2

Our accountant usually has some money in the office. There is a lot of information in the document.

PŘÍKLAD 3

How much time have you got today?

GRAMMAR-EXERCISES

1.6 Use the correct forms of many, much, a lot of, some, any:

1. The company is expanding quickly. How ... new offices are they planning to open?
2. Last year our company spent ... money on solving complaints.
3. Our Complaint Department handles ... complaints monthly.
4. We did not expect so ... complaints before Christmas.
5. Is there ... money left in the cash desk?

1.7 Which of the words are countable and which ones are not, mark them C or UC:

1. progress..., 2. research..., 3. satisfaction..., 4. news..., 5. company..., 6. CEO... .

1.8 Make questions and use how + much or many:

1. Our profit is 2,000 000 USD this year. -
2. Our Customer Satisfaction Department has handled more than 1,000 small complaints over the past two years. -
3. They owe us some money. -

SAMOSTATNÝ ÚKOL



In pairs try to find some examples of marketing and sales activities in the existing companies and then compare your results with other teams. Give a short presentation about your findings.

OTÁZKY



1.5 Test

1 Sales and marketing ... in the majority of companies.

- work well together
- do not work together at all
- work independently

2 Sales people ...

- never come into constant and direct contact with customers.
- do not come into constant and direct contact with customers.
- come into constant and direct contact with customers.

3 Sales people ... what the market wants because they talk directly to customers.

- have no idea
- have a slight idea
- know

4 Marketers create ... through advertising and promotion.

- supply
- demand
- money

5 ... receive salary in companies.

- Marketers
- Advertisers
- Campaigners

6 ... typically work on a basic salary plus commission.

- Accountants
- Marketers
- Sales people

7 In terms of personality, marketers tend to be both

- creative and analytical
- uncreative and disorganised
- individualistic and intuitive

8 Smarketing is

- the process of separating the sales and marketing processes of a business
- the process of integrating the sales and marketing processes of a business
- the process of overriding the sales and marketing processes of a business

9 Sales people tend to be:

- driven, competitive, individualistic and intuitive
- unmotivated, incompetent, team oriented and intuitive
- driven, uncompetitive, team oriented and individualistic

10 The objective of ... is to promote the product or service to potential buyers and at the same time integrate this process with the sales department's activities.

- marketing
 - sales
 - smarketing
-

ODPOVĚDI



1.6 Key

LEXIS

1.1 Decide which of the following activities are covered by marketing or sales, write M or S:

1. Overall picture to promote, distribute, price products/services; fulfill customer's wants and needs through products and/or services the company can offer. ... **M**
2. **S**... fulfill sales volume objectives.
3. **M**... shows how to reach to the customers and build long-lasting relationship.
4. **M**... targets the construction of a brand identity so that it becomes easily associated with need fulfillment.
5. **S**... deal with a transaction between two parties where the buyer receives goods (tangible or intangible), services and/or assets in exchange for money.

1.2 Complete the most suitable word:

A purchases, B sales people, C advertising, D promotion, E market research, F demand, G smarketing, H common integrated approach , I customers

The fundamental difference is that sales people come into constant and direct contact with 1. **I customers** whereas marketing people, on the whole, do not. Sales people know what the market wants because they talk directly to customers; marketing people know because they do 2. **E market research**. Marketers create 3. **F demand** through 4. **C advertising** and 4. **D promotion** and they may view the sales function as the necessary final stage in which the customer 5. **A purchases** what they already want. 6. **B Sales people** are out on the road doing 'the hard work'. 7. **G Smarketing** is the process of integrating the sales and marketing processes of a business. The objective is for the sales and marketing functions to have a **H common integrated approach**.

1.3 Which word is different?

1. creative ... **uncreative, ungifted, unimaginative, uninspired, unproductive, untalented**
2. analytical ... **chaotic, disorganized, illogical, synthetical, unsystematic**
3. competitive ... **noncompetitive, unambitious**

4. individualistic ... **team oriented, cooperative**
5. intuitive ... **calculated, meditated, reasoned, taught**
6. driven ... **unmotivated, unambitious**

GRAMMAR-EXERCISES

1.4 Use the correct comparative and superlative forms of the adjectives:

1. boring ... **more+the most boring**
2. smart... **smarter, the smartest**
3. old-fashioned ... **more+the most old-fashioned**
4. brave...**braver, the bravest**
5. limited...**more+the most limited**

1.5 Complete the suitable comparative and superlative forms of the adjectives:

1. Our department is **bigger** than yours.
2. Computers are **more expensive** than telephones.
3. Emails are **the cheapest** way of modern communication.
4. Dealing with foreign clients may be **more difficult** than with the ones you know well.
5. This is **the quickest** method of payment.
6. The **easiest** thing to do is to forward that message as soon as possible.

1.6 Use the correct forms of many, much, a lot of, some, any:

1. The company is expanding quickly. How **many** new offices are they planning to open?
2. Last year our company spent **a lot of/some** money on solving complaints.
3. Our Complaint Department handles **many** complaints monthly.
4. We did not expect so **many** complaints before Christmas.
5. Is there **any** money left in the cash desk?

1.7 Which of the words are countable and which ones are not, mark them C or UC:

1. progress UN 2. research UN 3. satisfaction UN, 4. news UN, 5. company C, 6. CEO C.

1.8 Make questions and use how + much or many:

1. Our profit is 2. 000 000 USD this year. – **How much is your profit this year?**

2. Our Customer Satisfaction Department has handled more than 1.000 small complaints over the past two years. – **How many complaints has your Customer Satisfaction Department handled?**

3. They owe us some money. – **How much money do they owe us?**

1.6.1 TEST

1 Sales and marketing ... in the majority of companies.

- **work well together**
- do not work together at all
- work independently

2 Sales people ...

- never come into constant and direct contact with customers.
- do not come into constant and direct contact with customers.
- **come into constant and direct contact with customers.**

3 Sales people ... what the market wants because they talk directly to customers.

- have no idea
- have a slight idea
- **know**

4 Marketers create ... through advertising and promotion.

- supply
- **demand**
- money

5 ... receive salary in companies.

- **Marketers**
- Advertisers
- Campaigners

6 ... typically work on a basic salary plus commission.

- Accountants
- Marketers
- **Sales people**

7 In terms of personality, marketers tend to be both

- **creative and analytical**
- uncreative and disorganised
- individualistic and intuitive

8 Smarketing is

- the process of separating the sales and marketing processes of a business.
- **the process of integrating the sales and marketing processes of a business**
- the process of overriding the sales and marketing processes of a business.

9 Sales people tend to be:

- **driven, competitive, individualistic and intuitive**
- unmotivated, uncompetent, team oriented and intuitive
- driven, uncompetitive, team oriented and individualistic

10 The objective of ... is to promote the product or service to potential buyers and at the same time integrate this process with the sales department's activities.

- marketing
- sales
- **smarketing**



SHRNUTÍ KAPITOLY

Kapitola **Marketing and Selling – Sales versus Marketing** se zaměřila na témata, která jsou klíčová v oblasti marketingu a prodeje. Zdůraznila podobné či odlišné prvky marketingu a prodeje a vysvětlila jejich význam v moderních společnostech.

2 MARKETING AND SELLING – ADVERTISING

RYCHLÝ NÁHLED KAPITOLY



Kapitola se zabývá reklamou v kontextu marketingu a prodeje. Dále zkoumá jednotlivé aspekty moderní reklamy a zaměřuje se na nejrůznější oblasti s ní spojené. V neposlední řadě se soustředí na procvičování různých reklamních situací v profesním životě firmy či jednotlivce.

V lexikální části si připomeneme a procvičíme nejrůznější kolokace a spojení s reklamou.

CÍLE KAPITOLY



V této kapitole se naučím:

- Slovní zásobu k tématu reklama,
- Pohovořit o reklamě a tématech spojených s reklamou,
- Používat klíčová slova z oblasti reklamy.

KLÍČOVÁ SLOVA KAPITOLY



Advertising, marketing, marketing plan, persuading, selling.

2.1 Vocabulary

above the line promotion	nadlinková reklamní kampaň
acquire	získat, nabýt
advertising	reklama
advertising campaign	reklamní kampaň
common ground	společný zájem
consider	zvažovat, přemýšlet o něčem
consumer	spotřebitel
dismiss	zavrhnout, odmítnout
divert	převést, přesměrovat
doubt	pochybnost

encourage	podpořit, povzbudit
entice	přilákat, nalákat
indispensable	nezbytný, nepostardatelny
measure	měřit
medium	masový sdělovací prostředek
message	hlavní myšlenka, dělení
mission statement	prohlášení o firemním poslání
mission vision	prohlášení o firemní představě
objection	námítka
persuasive	přesvědčivý
product life cycle	životní cyklus produktu
objective	cíl
reach	dopad, rozsah (rekl.kampaně)
salesperson	prodejce
skills	dovednosti
substantial	značný
swap	nahradit, vyměnit

2.2 Marketing activities. Sales activities. Advertising

Advertising is defined as any "paid-for method of promotion". Advertising is the main form of "above the line promotion".

Advertising presents or promotes the product to the target audience through a variety of media such as TV, radio, cinema, online, social media and magazines to encourage them to buy.

The problem with advertising is that consumers are bombarded with advertising messages every day.

How can a business cut through the advertising noise and get a message across effectively? And how can a business measure the effectiveness of an advertising campaign. It is often said that businesses waste half their advertising spend – the problem is that they don't know which half!

When deciding which type of advertising to use – known as an advertising medium – a business needs to consider the following factors:

- **Reach of the media** – national or local; number of potential customers it could reach; how long before the message is seen
- **Nature of the product** – the media needs to reflect the image of the product; a recruitment ad would be placed in a trade magazine or newspaper but a lipstick ad would be shown on TV or women's magazines
- **Position in product lifecycle** – launch stage will need different advertising from products undergoing extension strategies
- **Cost of medium & size of advertising budget** – e.g. local newspaper advertising is cheaper than radio, which in turn is cheaper than TV. But the business will also want to consider cost per head if reaching a larger audience

- **Online or offline** – there has been substantial growth in businesses that advertise online as they swap some (sometimes all) of their advertising budgets to reach Internet users. The rapid growth of Google, YouTube, Facebook, and Twitter advertising revenues is an illustration of how powerful online advertising has become, particularly through social media channels.

Advertising can also be split into two main types:

- **Persuasive advertising** - this tries to entice the customer to buy the product by informing them of the product benefit
- **Informative advertising** - this gives the customer information. Mostly done by the government (e.g. health campaigns, new welfare benefits)

Sometimes a business will employ an **advertising agency** to deal with its needs. An agency plans, organises and produces **advertising campaigns** for other businesses. The advantage of an agency managing the campaign is that it has the expertise a business may not have, e.g. copywriters, designers and media buyers.

Let us now look at some advantages. These include the following:

- Wide coverage
- Control of message
- Repetition means that the message can be communicated effectively
- Can be used to build brand loyalty

In the end, let us consider some disadvantages:

- Often expensive
- Impersonal
- One way communication
- Lacks flexibility
- Limited ability to close a sale

Zdroj: Advertising. [online]. [cit. 2018-11-11]. Dostupné z: <https://www.tutor2u.net/business/reference/advertising/>



OTÁZKY

- 1 Explain in your own words what advertising is?
 - 2 Name some typical problems connected with advertising.
 - 3 Explain what an advertising medium is?
 - 4 Explain 5 factors stated in the article, which companies should consider when deciding which type of advertising they should opt for.
 - 5 How can be advertising divided? Explain the details of this division.
-

LEXIS

2.1 Match the words 1-8 with a-h to make advertising collocations:

1. ...
2. ...
3. ...
4.
5. ...
6. ...
7. ...
8.

- | | |
|------------|-----------------------------|
| 1 increase | a) a campaign |
| 2 obtain | b) a new market |
| 3 run | c) personal recommendations |
| 4 enter | d) market share |
| 5 raise | e) space |
| 6 launch | f) awareness |

7 buy g) of mouth

8 word h) a new product

2.2 Translate the following advertising terms into Czech:

1. companies advertise ...
2. companies have a message ...
3. companies want to reach new customers ...
4. companies build brand image ...
5. companies increase market share ...
6. companies run a campaign ...
7. companies enter a new market ...
8. companies launch a new product ...
9. campaigns follow the AIDA formula ...
10. they raise awareness, build interest, create desire, and want consumers take action

2.3 Find the most suitable advertising collocations:

a) satisfy b) set c) build d) purchase e) meet f) deliver g) conduct

1. market studies
2. ... customers needs
3. help customers ... products
4. ... image
5. ... the goods
6. ... consumer needs
7. ... competitive prices

2.4 Match the phrases in exercise 2.3 with the definitions below:

1. ship the product to the customer ...
2. decide how much people will pay ...
3. provide something people require ...
4. give credit or easy terms of payment ...
5. give people what they want ...
6. encourage positive feelings about your product ...
7. collect information on what people are buying and selling ...

2.3 Persuading

Persuading is a skill that business people need to employ daily. The modern concept is that persuasion is not just the hard sell of a salesperson with a customer, but an important skill to use throughout our professional life. For example, with colleagues inside a company you might need persuasion to:

MARKETING AND SELLING – ADVERTISING

- Divert resources to your own projects
- Bring people round to your point of view
- Motivate people who report directly to you, etc.

What behavioural elements are useful for persuading and influencing? Possible ones are:

- Finding common ground with the listener
- Active listening (really listening to people's doubts and objections, accepting them and answering them rather than dismissing them too quickly)
- Appealing to emotions as well as using logical arguments (people want your solution to make them feel good, not just to agree with you in theory)
- Using stories (telling a personal story that illustrates your point, rather than giving only dry facts and statistics)
- Assertiveness (being strong and confident without being aggressive or pushy)
- Body language (mirroring the listener's body language), etc.

These skills can be acquired slowly, and many come naturally with practice and experience.

Zdroj: Sharma, P., a Emmerson, P., 2014. The Business Pre-Intermediate Teacher's Book. London, Macmillan. ISBN 978-0-230-43784-5.



OTÁZKY

- 1 Explain what persuading is, and why it is important in advertising to pay attention to it.
 - 2 What are some typical situations, which require the knowledge of persuading techniques?
 - 3 Name and explain behavioural elements useful for persuading and influencing.
 - 4 How can we acquire such skills?
-

LEXIS

2.5 Match the pairs of expressions that have a similar meaning:

1... 2... 3... 4...

1. Keep in mind that a) and as a result ...
2. which means that ... b) I know what you mean. However, ...
3. What's more, ... c) Don't forget that
4. I see your point. But ... d) in addition, ...

2.6 Translate the following collocations into Czech:

1. Taking on more staff is a big problem, which means that our costs are likely to go up too. -
2. I see your point, but can we do it? -
3. What is more, we cannot afford it now. -
4. However, there is one more option. -
5. Do not forget that we have to keep the budget under control. -
6. I know what you mean, but do you think we can compromise here? -

2.7 First, read the article below and state if the following statements are true or false:

1. Persuading is a skill that business people need to employ daily
2. The modern concept is that persuasion is just the hard sell of a salesperson with a customer, but an important skill to use throughout our professional life
3. Inside a company you might need persuasion to misuse resources to your own projects
4. Inside a company you might need persuasion to motivate people who report directly to you
5. Behavioural elements are useful for persuading and influencing in terms of finding common ground with the listener....
6. Behavioural elements are useful for persuading and influencing in terms of not appealing to emotions as well as using logical arguments

7. These persuading skills can be acquired quickly, and many come artificially with practice and experience



SAMOSTATNÝ ÚKOL

Repeat the main rules for persuading. Try to persuade some of your speaking partners. Choose any situation, in which you can practice persuading skills.

2.4 Grammar – Selling changes. Giving reasons and results.

Selling changes – language functions

V obchodní komunikaci společnosti potřebují v určitých situacích informovat své zákazníky o určitých nutných změnách, které plánují provést.

Pro tento druh komunikace používají zdvořilé fráze, které signalizují určité nadcházející změny, jedná se o následující: *as our regular customer, your business is important to us, we hope to continue working with us in the future, thank you for your feedback, your comments are helping us to improve the quality of service.*

Také uvádějí důvody, ve kterých odůvodňují své chystané změny, jedná se o následující: *due to the economic situation, since the business is not doing well at the moment, owing to lack of interest, due to heavy taxation, as the costs keep rising, since more than ten companies are competitors on the market, because there is a delivery problem.*

Nakonec společnosti vysvětlují také následky zmiňovaných změn, jedná se nejčastěji o následující: *consequently staff are replaced, as a result of recent drop in sales, therefore we will need to abandon the project.*

GRAMMAR EXERCISES

2.8 Complete the sentences with owing to, due to, since, as or because:

- 1 ... an increase in the price of components, please find attached our revised quotation.
- 2 ... the price of components increased last month, we have revised our quotation.
- 3 ... safety is our priority, we have no choice but to cancel the order.
- 4 Unfortunately, our company cannot supply your order ... new laws on export in Asia.
- 5 Our company finally agreed on 1 January ... no other date was available.

6 Future orders will be shipped from Bratislava ... supply chain restructuring.

SAMOSTATNÝ ÚKOL



Prepare a short announcement regarding some changes in a company or department you are working in. Use some of the above-stated language functions for your reasoning.

2.5 Presentation relating to a marketing plan

A marketing plan is an indispensable part of the overall marketing activity. It should be available in a verbal form as an official company document. It is advised to formulate a mission statement and a vision statement. The mission statement characterises the company's business and its range. The vision statement outlines the firm's idea of its future. These statements should appear in the opening part of the plan. This will then proceed to state the firm's objectives. Those should contain the overall objectives followed by specific actions. The plan must be realistic and prepared for one year ahead. The objectives must be quantifiable. Time and their accomplishment are important too. A marketing plan may contain the following: *situational analysis, SWOT analysis, objectives, strategy, action programme, financial forecast and controls.*

Zdroj: Kaftan, M., New English in Economics. Karolinum, Praha 2010.

OTÁZKY



- 1 Explain what a marketing plan is.
 - 2 What form of a marketing plan is recommended?
 - 3 What is a mission statement?
 - 4 What is a vision statement?
 - 5 What should objectives contain?
 - 6 What is marketing plan made up of? Explain in your own words their key activities.
-

LEXIS

2.9 Translate the following terms in Czech:

MARKETING AND SELLING – ADVERTISING

1 situational analysis ...

2 SWOT analysis ...

3 objectives ...

4 strategy ...

5 action programme ...

6 financial forecast ...

7 controls ...

2.10 Complete the presentation with the most suitable word:

a) quantifiable b) mission statement c) verbal form d) objectives e) vision statement f) realistic g) specific actions h) overall marketing activity

Ladies and gentleman. Today we are going to talk about a marketing plan.

As you know, a marketing plan is an indispensable part of the 1... My suggestion is as follows - it should be available in a 2... as an official company document. I certainly advise you to formulate a mission statement and a vision statement. Let us now turn to the first one.

The 3... characterises the company's business and its range. And now moving on to the latter. The 4... outlines the firm's idea of its future. I would personally suggest placing these statements in the opening part of the plan. Following, this will then proceed to state the firm's 5... Those should contain the overall objectives followed by 6...

As in any other business, the plan must be 7... and prepared for one year ahead. The objectives must be 8... Keep in mind that time and their accomplishment are important too.

And finally, let me conclude in the following manner. A marketing plan usually contains the following elements: *situational analysis, SWOT analysis, objectives, strategy, action programme, financial forecast and controls.*

That brings us to the end of our brief presentation. Feel free to ask me any questions, I will be happy to answer them. Thank you for your attention.

2.6 Test

1. _____ **simple. The client doesn't want an ad that's too fancy/complicated**

- keep
- keep it
- arrange it

2. _____ **planning is essential in creating an effective ad campaign.**

- ahead
- in advance
- advance

3. **We got a lot of new customers because of a spot we _____ on a local (TV) station.**

- ran
- set
- located

4. **We have to create a _____ for a new deodorant.**

- campaign
- company
- approach

5. **It's hard to develop a campaign for a product that many people perceive _____.**

- negative
- negatively
- bad

6. **This campaign is _____ (= focused/based) on the concept of family.**

- centered
- concerned
- called

7. **Our biggest creative _____ is to associate the product characteristics with the spirit of Christmas.**

- challenge
- call
- check

8. **Advertising has to be consistent with the brand "_____" (= the way the company/advertiser wants the brand to be seen/perceived).**

- sight
- visual
- vision

9. **I don't think their ads are visually _____. (= I don't think they look good).**

- accepted
- appalling
- appealing

10. **Very often in advertising, there's more to a message than meets _____ (= there is also a hidden message).**

- your eye
 - the eye
 - an eye
-

ODPOVĚDI



2.7 Key

LEXIS-EXERCISES

LEXIS

2.1 Match the words 1-8 with a-h to make advertising collocations:

1. d)
2. c)
3. a)
4. b)
5. f)
6. h)
7. e)
8. g)

2.2 Translate the following advertising terms into Czech:

1. firmy dělají reklamu
2. firmy mají poselství (vzkaz)
3. firmy chtějí se dostat k novým zákazníkům
4. firmy vytvářejí image značky
5. firmy zvyšují podíl na trhu
6. firmy spouštějí kampaň
7. firmy vstupují na nový trh
8. firmy uvádějí nový produkt na trh
9. kampanie dodržují vzorec AIDA
10. zvyšují povědomí, vytvářejí zájem, vytvářejí touhu, a chtějí, aby spotřebitelé podnikly kroky

2.3 Find the most suitable advertising collocations:

1. **a) conduct** market studies
2. **b) satisfy** customers needs
3. help customers **c) purchase** products
4. **d) build** image
5. **e) deliver** the goods
6. **f) meet** consumer needs
7. **g) set** competitive prices

2.4 Match the phrases in exercise 2.3 with the definitions below:

1. ship the product to the customer ... **deliver the goods**
2. decide how much people will pay ... **set competitive prices**
3. provide something people require ... **meet consumer needs**
4. give credit or easy terms of payment ... **help customers purchase products**
5. give people what they want ... **satisfy customer needs**
6. encourage positive feelings about your product ... **build brand image**
7. collect information on what people are buying and selling ... **conduct market studies**

2.5 Match the pairs of expressions that have a similar meaning:

1 c) 2 a) 3 d) 4 b)

1. Keep in mind that ... a) and as a result ...
2. which means that ... b) I know what you mean. However, ...
3. What's more, ... c) Don't forget that
4. I see your point. But ... d) in addition, ...

2.6 Translate the following collocations into Czech:

1. Taking on more staff is a big problem, which means that our costs are likely to go up too. – **Přijetí většího počtu zaměstanců je velkým problémem, což znamená, že naše náklady pravděpodobně narostou.**
2. I see your point, but can we do it? – **Chápu Vás, ale dokážeme to udělat?**
3. What is more, we cannot afford it now. – **A co víc, teď si to nemůžeme dovolit.**
4. However, there is one more option. – **Existuje však ještě jedna možnost.**
5. Do not forget that we have to keep the budget under control. – **Nezapomňte, že musíme udržet rozpočet pod kontrolou.**
6. I know what you mean, but do you think we can compromise here? – **Vím, co tím myslíte, ale můžeme zde udělat kompromis?**

2.7 First, read the article below and state if the following statements are true or false:

1. Persuading is a skill that business people need to employ daily. **T**
2. The modern concept is that persuasion is just the hard sell of a salesperson with a customer, but an important skill to use throughout our professional life. **F**
3. Inside a company you might need persuasion to misuse resources to your own projects. **F**
4. Inside a company you might need persuasion to motivate people who report directly to you. **T**
5. Behavioural elements are useful for persuading and influencing in terms of finding common ground with the listener. **T**
6. Behavioural elements are useful for persuading and influencing in terms of not appealing to emotions as well as using logical arguments **F**
7. These persuading skills can be acquired quickly, and many come artificially with practice and experience **F**

GRAMMAR-EXERCISES

2.8 Complete the sentences with owing to, due to, since, as or because:

1 **owing to / due to** an increase in the price of components, please find attached our revised quotation.

2 **as / since / because** the price of components increased last month, we have revised our quotation.

3 **as / since / because** safety is our priority, we have no choice but to cancel the order.

4 Unfortunately, our company cannot supply your order **owing to / due to** new laws on export in Asia.

5 Our company finally agreed on 1 January **as / since / because** no other date was available.

6 Future orders will be shipped from Bratislava **owing to / due to** supply chain restructuring.

LEXIS

2.9 Translate the following terms in Czech:

1 situational analysis ... **situační analýza**

2 SWOT analysis ... **analýza SWOT**

3 objectives ... **cíle**

4 strategy ... **strategie**

5 action programme ... **akční program**

6 financial forecast ... **finanční předpověď**

7 controls ... **kontroly**

2.10 Complete the presentation with the most suitable word:

1 overall marketing activity 2 verbal form 3 mission statement 4 vision statement 5 objectives 6 specific actions 7 realistic 8 quantifiable

Ladies and gentleman. Today we are going to talk about a marketing plan.

As you know, a marketing plan is an indispensable part of the **overall marketing activity**. My suggestion is as follows - it should be available in a **verbal form** as an official company document. I certainly advise you to formulate a mission statement and a vision statement. Let us now turn to the first one.

The **mission statement** characterises the company's business and its range. And now moving on to the latter. The **vision statement** outlines the firm's idea of its future. I would personally suggest placing these statements in the opening part of the plan. Following, this will then proceed to state the firm's **objectives**. Those should contain the overall objectives followed by **specific actions**.

As in any other business, the plan must be **realistic** and prepared for one year ahead. The objectives must be **quantifiable**. Keep in mind that time and their accomplishment are important too.

And finally, let me conclude in the following manner. A marketing plan usually contains the following elements: *situational analysis, SWOT analysis, objectives, strategy, action programme, financial forecast and controls*.

That brings us to the end of our brief presentation. Feel free to ask me any questions, I will happy to answer them. Thank you for your attention.

2.7.1 TEST

1. _____ simple. The client doesn't want an ad that's too fancy/complicated

- keep
- **keep it**
- arrange it

2. _____ planning is essential in creating an effective ad campaign.

- ahead
- in advance
- **advance**

3. We got a lot of new customers because of a spot we _____ on a local (TV) station.

- **ran**
- set
- located

4. We have to create a _____ for a new deodorant.

- **campaign**
- company
- approach

5. It's hard to develop a campaign for a product that many people perceive _____.

- negative
- **negatively**
- bad

6. This campaign is _____ (= focused/based) on the concept of family.

- **centered**

- concerned

- called

7. **Our biggest creative _____ is to associate the product characteristics with the spirit of Christmas.**

- **challenge**

- call

- check

8. **Advertising has to be consistent with the brand "_____". (= the way the company/advertiser wants the brand to be seen/perceived).**

- sight

- visual

- vision

9. **I don't think their ads are visually _____. (= I don't think they look good).**

- accepted

- appalling

- **appealing**

10. **Very often in advertising, there's more to a message than meets _____. (= there is also a hidden message).**

- your eye

- the eye

- an eye
-

SHRNUTÍ KAPITOLY



V kapitole **Marketing and Selling – Advertising** jsme se zaměřili na téma spojené s reklamou, přesvědčováním a marketingovým plánem. V oblasti firemní komunikace jsme se naučili jak správně argumentovat v situacích spojených se změnami, které společnosti potřebují sdělit svým zákazníkům.

3 ENTREPRENEURSHIP – ENTREPRENEURS



RYCHLÝ NÁHLED KAPITOLY

Kapitola je věnována tématu Entrepreneurship - entrepreneur a vysvětluje základní typy společností, založení společností a popisuje příběh úspěšného podnikatele.

Gramatická část se zaměřuje na správné použití modálních sloves.



CÍLE KAPITOLY

V této kapitole se naučím:

- Slovní zásobu k tématu Entrepreneurship - entrepreneur,
- Vysvětlit různé typy společností,
- Popsat založení firmy,
- Správně popsat příběh podnikatele,
- Používat modální slovesa.



KLÍČOVÁ SLOVA KAPITOLY

Company, entrepreneur, entrepreneur's stories, entrepreneurship, forms of companies.

3.1 Vocabulary

acknowledged	uznávaný
act in the name of a company	jednat jménem společnosti
acomplish	uspět
authenticity of signatures	pravost podpisů
all property	celý majetek
amount of the registered capital	výše základního jmění
be liable up to the amount	ručit do výše
bear liability for the obligations	ručit za závazky
board of directors	představenstvo
brand	značka
breach of obligations	porušení závazků

CEO	výkonný předseda společnosti
common commercial name	společné obchodní jméno
commercial name	obchodní jméno
commercial register	obchodní rejstřík
conquer	dobýt, získat
entrepreneur	podnikatel/ka
competition	konkurence
entrepreneur	podnikatel/ka
establish	založit
executive	jednatel
founder	zakladatel
general commercial partnership	veřejná obchodní společnost
identity of members	určení společníků
influence	ovlivnit
invent	vynalézt
joint stock company	akciová společnost
limited liability company	společnost s ručením omezeným
limited partnership	komanditní společnost
member	společník
memorandum of association	společenská smlouva
monetary / non-monetary contribution	peněžitý / nepeněžitá vklad
notarial deed	notářský zápis
number of shares of a specific nominal value	počet akcií o určité jmenovité hodnotě
panache	elegance, šmrnc
paying up	splacení
persuade	přesvědčit
prowess	zručnost, obratnost
registered capital is divided	základní kapitál je rozvržen
retailer	maloobchodník
sign	podepsat
signature	podpis
stipulate	stanovit
stock	akcie
supervisory board	dozorčí rada

3.2 Starting a company

How to Set Up a Company in the Czech Republic

A Korean company is considering the entry to the Czech market. It operates in two other eastern European countries, such as Hungary Poland and Slovakia. Although all countries in question are members of the EU, the company needs to follow the specific law of the given country when establishing a company or subsidiaries. A representative of the Chamber of Commerce is answering some relevant questions asked by the Korean manager who is in charge of the company's expansion plans and strategies.

“What is the most common form of company in the Czech Republic?”

“The most common form of company in the Czech Republic is a limited liability company. It is established by a partnership contract or, in the case of one founder only, by a foundation decree.”

“What is the first necessary step to take in order to establish a company?”

“The establishment of a company is preceded by a general meeting, at which its founders sign the company’s foundation documents, whereby they set out the essentials concerning the future company, such as its trade name, the place where it will be based, its core business, the amount of its authorised capital, the person or persons who will be its statutory bodies, etc. The establishment of a company always has the form of a notarial deed. The fee for drawing up the notarial deed upon the establishment of a company depends on the amount of the company’s authorised capital and the number of annexes attached to the notarial deed. Usually it ranges between CZK 5,000 and CZK 10,000.”

“Well, I understand, but there must be some other important steps...?”

“Yes, you are absolutely correct. In the period between the foundation meeting, the first general meeting of the company, and the filing of a petition for its registration, several more steps must be taken depending on the type of the company. First is obtaining the registration of the company’s business, if the object of its activities is a trade requiring a trade licence; second obtaining another licence under special legislation, most frequently in the area of health care, for example for running a non-state health-care facility. As a rule, a trade licence is required for the registration of all company forms in the Commercial Register; the registration fee is CZK 1,000.”

“Is it necessary to open a bank account?”

“Yes, indeed. Opening the company’s bank account and the deposition of the company’s authorised capital, obtaining confirmation from the bank that the stated amount of authorised capital has been deposited, provided the capital is formed by monetary contributions of partners. Monetary contributions to the company’s authorised capital is the most typical and, at the same time, the quickest way. A company’s authorised capital may also be created by non-monetary contributions, but in that case an expert opinion is required, which may slow down the process of company establishment.”

“And what about the petition for entry in the Commercial Register?”

“Petitions for entry in the Commercial Register must be made on the approved form and the signature of the person acting on behalf of the company must be officially authenticated. Petitions are filed with a locally competent Court in compliance with the address of the company’s registered office. The petition for entry must be supported by documents proving the facts to be entered in the Commercial Register, e.g.: registered office – contract of lease or consent of the property owner to the location of the company’s registered office in

his/her premises; authorised capital – bank confirmation of the deposition of authorised capital; confirmation by the deposit administrator; extract from the crime register according to the foreigner's citizenship and his/her permanent residence, usually from his/her mother country, and a certificate of no criminal records of persons figuring as the company's statutory body; subject of business – extract from the Trade Register or another licence or authorisation issued in accordance with special regulations – if the trades are covered by the Trade Register, there is no need to submit a written extract to the Court, etc. A fee of CZK 6 000 in stamps must be paid when filing the petition. The statutory term for making the entry is 5 working days from filing day. Representation by a lawyer is not required when filing a petition for entry in the company or the trade registers, nevertheless, considering the formal requirements concerning certain documents submitted for entry, such representation is recommended. The average period needed for the establishment of a company in the Czech Republic was shortened to approx. 30 days.”

“Where can we find some relevant information on the existing names of companies in the Czech Republic?”

“The name of the company must not be interchangeable with that of any existing company entered in the Commercial Register. The entrepreneur must therefore verify the firm – the intended name of the new company preferably on the Internet, on the website of the Commercial Register, www.justice.cz.”

“I do not speak Czech; therefore, I would like to know if it is possible to find more details in English?”

“All forms to be completed by petitioners wishing to have their company entered in the Commercial Register can be found on the website of the Ministry of Justice at www.justice.cz. In the Obchodní rejstřík (Commercial Register) section on the left there is the subsection Formuláře ke stažení (Downloadable forms). All forms, including annexe forms and instructions for their correct completion, are available there. The forms are designed so as to facilitate their interactive completion. Unfortunately, a serious setback for foreign businessmen and entrepreneurs is that the forms are available only in Czech. It goes without saying that all documents being submitted to the court (Commercial Register), including annexes, must be in Czech, and foreign-language documents must be provided with an authenticated translation. In the case of certain foreign documents (e.g. statement of no criminal record, extract from the Commercial Register), a special form for higher-level verification of the document certifying the authenticity of the office which issued the document, usually termed as Apostille or superlegalisation, is required.”

“Thank you very much your advice and good luck with setting up your business in the Czech Republic.”

Zdroj: *doingbusiness.cz: How does call center outsourcing affect the us economy? [online]. [cit. 2018-16-11]. Dostupné z: https://issuu.com/ppagency/docs/db_aj_2015_web/38*



OTÁZKY

- 1 What is the most common form of company in the Czech Republic?
 - 2 What is the first step to establish a company in the Czech Republic?
 - 3 What is the next step?
 - 4 Is a bank account necessary for establishing a company?
 - 5 Explain and describe how to file the petition for entry in the Commercial Register in the Czech Republic.
 - 6 What is the name of the website foreign investors or companies can use for finding relevant information on the documents and forms, which are necessary to complete and file?
-

LEXIS

3.1 Translate the following expressions into English:

1. založit firmu ...
2. ručit do výše ...
3. jednat jménem společnosti ...
4. zapsat společnost do obchodního rejstříku ...
5. založit is účet ...
6. výpis z trestního rejstříku ...
7. ověřit dokument ...
8. podepsat zakládací smlouvu

3.2 Complete the missing words:

- a) reaching, b) non-profit organizations, c) background information, d) profit,
e) target, f) business goal

A business plan is a formal statement of a set of 1. _____, the reasons why they are believed attainable, and the plan for 2. _____ those goals. It may also contain 3. _____ about the organization or team attempting to reach those goals. The business goals may be defined for profit or for 4. _____ For profit business plans typically focus on financial goals, such as 5. _____ or creation of wealth. Non-profit and government agency business plans tend to focus on organizational mission which is the basis for their governmental status or their non-profit, tax-exempt status, respectively—although non-profits may also focus on optimizing revenue. Business plans may also 6. _____ changes in perception and branding by the customer, client, tax-payer, or larger community.

3.3 Build the compound words

1. business ...
2. non-profit ...
3. set up a ...
4. ... deed
5. contribution
6. open a ... account
7. ... register
8. ... capital
9. ... office
10. file a petition for ...

3.4 Complete the gaps in the table below:

Noun	Verb	Person
.....	shareholder
.....	to lose
foundation
.....	to invest
.....	to contribute

borrowings

3.5 Read the following sections, which you can come across in the Czech Commercial Code. They all deal with basic legal forms of companies in the Czech Republic. Following the reading complete the table below:

General commercial partnership

A general commercial partnership is an entity in which at least two persons carry on business activity under a common commercial name and bear joint and several liabilities for the obligations of the partnership with all their property.

Limited partnership

A limited partnership is an entity in which one or more partners are liable for the partnership's obligations up to the amount of the unpaid parts of their contributions, as recorded in the Commercial Register (limited partners) and one or more partners are liable for the partnership's obligations with their entire property (general partners). Unless it is stipulated otherwise later, limited partnerships shall be governed as appropriate (*mutatis mutandis*) by the preceding provisions on general commercial partnerships and the legal status of limited partners shall be governed *mutatis mutandis* by the provisions on limited liability companies.

Limited liability company

A limited liability company is an entity whose registered capital is made up of contributions agreed upon in advance by its members (participants). A limited liability company may be founded by one person (an individual or an entity). A limited liability company may have a maximum of 50 members.

Joint stock company

A joint stock company is a company whose registered capital (capital stock) is divided into a certain number of shares of a specific nominal value. The company is liable for the

breach of its obligations with all its entire property, but the shareholder is not liable for the obligations of the company.

Legal form	Main characteristics	Liability	Capital
General commercial partnership			
Limited partnership			
Limited liability company			
Joint stock company			

3.3 Entrepreneurs' stories

In the whole world the greatest entrepreneurs are those who revolutionize business, open opportunities for others and change the way we think and live. Their impact is felt for generations. They are known for their greatest accomplishments in the specific line of business. They inspire others and lead to newer and newer inventions, which make consumers' life much easier. They make all their best to meet the modern customers' needs and establish the long term relationship based on brand loyalty. There is no doubt that the greatest entrepreneurs of modern times come from the IT background. The obvious evidence of that is one of most acknowledged visionary Steve Jobs and his company that is one of the top companies in the USA and the world. Steve Jobs' and the Apple Inc. story

are a well-documented. Steve Wozniak combined his computing genius with Steve Jobs' marketing prowess and, voilà, Apple was born. Ultimately, their impact was to make personal computing much more user-friendly, while their entrepreneurial talent was in creating product loyalty and in owning every aspect of the computer. When Wozniak and Jobs built their first Macintosh, they had no idea of the impact it'd have on user-friendly personal computing. Then came their revolutionary operating system, which gave users a desktop, windows and a mouse. If it weren't for these elements, we might still be using a C: prompt.

Conquering both the hardware and software worlds was quite a feat, but Apple took it another step. Since Jobs' return as CEO and the subsequent reinvention of the brand, Apple has led the digital music revolution, selling more than 110 million iPods and 4 billion songs from its iTunes online store. (Apple announced in February that iTunes is the No. 2 music retailer in the United States, behind mega-retailer Wal-Mart.) Apple even entered the mobile phone market successfully with its revolutionary iPhone. No other competitor has conquered so many markets with the panache that Apple Inc. has, and that wouldn't have been possible without Steve Jobs. Jobs also founded Pixar Animation Studios (originally The Graphics Group, which he bought from George Lucas) and served as CEO until it was acquired by Walt Disney Company in 2006, making Jobs the largest individual Disney shareholder.

Zdroj: SUCCESS: Greatest Technology Entrepreneurs of All Time. [online]. 2013 [cit. 2013-01-21]. Dostupné z: <http://www.success.com/articles/199----greatest-technology-entrepreneurs-of-all-time#Jobs>



OTÁZKY

- 1 What qualities do the most successful entrepreneurs have in common?
 - 2 What background do the modern and successful entrepreneurs come from?
 - 3 What invention did Steve Jobs and his friend Steve Wozniak come up with?
 - 4 What impact did their invention have on the further development of computers and software?
 - 5 What other markets did Steve Jobs enter and how successful was his company there?
-

LEXIS**3.6 Complete the missing collocations:**

Words in Czech	Noun in English	Adjective in English
1. podnikatel/podnikatelský		
2. dobrodružství/dobrodružný		
3. rozhodnutí/rozhodný		
4. úspěch/úspěšný		
5. finance/finanční		
6. stress/stresující		

3.7 Find the opposites:

1. hard-working	a)
2. honest	b)
3. organised	c)
4. cooperative	d)
5. generous	e)
6. calm	f)
7. professional	g)

3.8 Which word is different?

1. founder	bounder	creator	maker
2. entrepreneur	entrepreneurship	entrepreneurial	entity
3. brand	branding	brandy	brand loyalty
4. customer	client	cliente	seller

3.9 Translate the following expressions into Czech:

1. mít vizi	6. vstoupit na nový trh
2. zorganizovat tým nadšených spolupracovníků	7. připravit marketingovou kampaň
3. získat finanční prostředky	8. získat nové zákazníky
4. přesvědčit okolí o svém produktu	9. udržovat si pozitivní image
5. vytvořit dlouhodobý vztah k značce	10. mít chuť dál expandovat

3.4 Grammar – Modal verbs

Angličtina užívá modální slovesa k vyjádření různých významů.

Can – be able to

1. Vyjadřuje schopnost vykonávat nějakou činnost.
She can communicate very well. - Umí velmi dobře komunikovat.
I can't cook at all. - Neumím vůbec vařit.
2. Vyjadřuje možnost něco udělat, protože to okolnosti dovolují.
We can ski in the morning. There's enough snow now. - Ráno si můžeme zalyžovat. Je už dost sněhu.
I am not all right. I cannot go to work. - Není mi dobře. Nemohu jít do práce.
3. Vyjadřuje určitou pravděpodobnost, že může něco nastat.
Be careful. You can fall. - Buď opatrný. Můžeš spadnout.
He can't come so soon. He'll go on foot. - Nemůže přijít tak brzy. Půjde pěšky.
4. Vyjadřuje svolení k nějaké činnosti.
Mum, can I go out? - Mami, mohu jít ven?
You can borrow my car. - Můžeš si půjčit moje auto.

May – be allowed to

1. Vyjadřuje svolení k nějaké činnosti.
May I take it? - Smím si to vzít?
2. Vyjadřuje možnost, předpoklad, že se něco stane.
He may come late. - Možná přijde pozdě.

Must – have to

1. Vyjadřuje povinnost, kterou ukládáme sami sobě nebo druhé osobě. Jde vždy o naši vůli.
I must tidy my office. It looks awful. - Musím si uklidit pokojíček. Vypadá hrozně.
2. Vyjadřuje důrazné doporučení.
You must go to bed. You are tired. - Musíš jít do postele. Jsi unavený.
3. Vyjadřuje jistotu mluvčího, jeho přesvědčení.
They must be very happy now. - Jistě jsou teď moc šťastní.
4. Have to – se používá pro určité nařízení zvenčí, např. *You have to drive on the left in the UK.*

Pozor: Opačným opakem *must* je *need not*.

You needn't help me. - Nemusíš mi pomáhat.

Ale: *You mustn't help me.* - Nesmíš mi pomáhat.

Modální (způsobová) slovesa obvykle v angličtině nedokáží vyjádřit různé gramatické časy. Výjimkou z tohoto pravidla je modální *could*:

She could calculate very well. - Uměla velmi dobře počítat.

V ostatních případech je třeba užít k vyjádření modálních významů takzvané tvary opisné. Například:

She has never been able to negotiate well. - Nikdy neuměla dobře vyjednávat.

Was I allowed to take it? - Směl jsem si to vzít?
I had to tidy my office. - Musel jsem si uklidit kancelář.

Should

1. Vyjadřuje doporučení nebo radu.

You should sell the house. – Měl byste prodat dům.

2. Zápor vyjadřuje doporučení či radu něco nedělat.

You should not accept the offer. – Neměl byste tu nabídku přijmout.

Nyní následují další příklady k uvedeným pravidlům:

PŘÍKLAD 1

I must send the email.

PŘÍKLAD 2

Can you send us the goods?

PŘÍKLAD 3

You mustn't sign the contract.

GRAMMAR-EXERCISES

3.10 Underline the correct words:

1. You must call them / must to call them right now.
2. You don't must / mustn't turn off this computer.
3. Do you can / can you speak Chinese?
4. Why I should / should I work late on Friday?
5. I will can / will be able to help you when I have time.

6. You shouldn't / don't should speak like that to a client.
7. Must you / Do you must go so soon?
8. When we can / can we have our meeting?

3.11 Translate into English:

1. You mustn't send it.
 2. I must go to Prague tomorrow.
 3. You could call us. We were at home.
 4. She had to buy something.
 5. May I ask you for help?
 6. Next week I will have to go on a business trip.
-



OTÁZKY

3.5 Test

1. **The greatest entrepreneurs are those who ... business.**
 - cease
 - revolutionize
 - terminate
2. **They had no idea of the ... it had on the IT business.**
 - fact
 - pact
 - impact
3. **There is no ... that the greatest entrepreneurs of modern times come from the IT background.**
 - alternative
 - answer
 - doubt
4. **Walt Disney Company ... another business.**

- entailed
- required
- acquired

5. Brand ... is a long term process in each business.

- penalty
- loyalty
- disloyalty

6. Apple Company has created many ... products.

- user-able
- user-madly
- user-friendly

7. Steve Jobs ... his company a couple of decades ago.

- finded
- founded
- found

8. It is very easy to do business with Apple Company, they are so...

- slow to respond
- bureaucratic
- professional

9. Steve Jobs served as ... in his Pixar Animation Studios.

- PA
- CEO
- MD

10. ... is a person who owns shares.

- Steakholder
- Shareholder
- Shareower

11. A business plan will show what an entrepreneur

- intends
- representing
- represents

12. A good business idea is _____ for the establishment of an independent existence.

- information
- an aspect
- a starting point

13. Every entrepreneur has to ... important information.

- perform
- pay
- seek

14. The financial planning ... various calculations.

- includes
- makes
- results

15. With regard to financial planning needs, it is necessary to consider _____ with a client.

- payment behaviour
- expenditure
- activities

16. After the performed calculations it is known whether one can expect a profit or

- expenditure
- loss
- VAT



ODPOVĚDI

3.6 Key

LEXIS

3.1 Translate the following expressions into English:

- 1. set up a company**
- 2. be liable up to the amount**

3. **act in the name of the company**
4. **register a company in the Commercial Register**
5. **open a bank account**
6. **extract from the crime register**
7. **verify the document**
8. **sign the memorandum of association**

3.2 Complete the missing words:

- a) **reaching**, b) **non-profit organizations**, c) **background information**, d) **profit**,
- e) **target**, f) **business goals**

A business plan is a formal statement of a set of 1. **f)**, the reasons why they are believed attainable, and the plan for 2. **a)** those goals. It may also contain 3. **c)** about the organization or team attempting to reach those goals. The business goals may be defined for profit or for 4. **b)** For profit business plans typically focus on financial goals, such as 5. **d)** or creation of wealth. Non-profit and government agency business plans tend to focus on organizational mission which is the basis for their governmental status or their non-profit, tax-exempt status, respectively—although non-profits may also focus on optimizing revenue. Business plans may also 6. **e)** changes in perception and branding by the customer, client, tax-payer, or larger community.

3.3 Build the compound words

1. business **plan**
2. non-profit **organisation**
3. set up a **company**
4. **notarial** deed
5. **non/monetary** contribution
6. open a **bank** account
7. **commercial** register
8. **registered** capital
9. **registered** office
10. file a petition for **entry in the Commercial Register**

3.4 Complete the gaps in the table below:

Noun	Verb	Person
share	to share	shareholder
loss	to lose	loser
foundation	to found	founder
investment	to invest	investor
contribution	to contribute	contributor
borrowings	to borrow	borrower

3.6 Complete the missing collocations:

Words in Czech	Noun in English	Adjective in English
1. podnikatel/podnikatelský	entrepreneur	entrepreneurial
2. dobrodružství/dobrodružný	adventure	adventurous
3. rozhodnutí/rozhodný	decision	decisive
4. úspěch/úspěšný	success	successful
5. finance/finanční	finance	financial
6. stress/stresující	stress	stressful

3.7 Find the opposites:

1. hard-working	a) lazy
2. honest	b) dishonest
3. organised	c) disorganised
4. cooperative	d) uncooperative
5. generous	e) mean
6. calm	f) nervous
7. professional	g) unprofessional

3.8 Which word is different?

1. founder	bounder	creator	maker
2. entrepreneur	entrepreneurship	entrepreneurial	entity
3. brand	branding	brandy	brand loyalty
4. customer	client	clientele	seller

3.9 Translate the following expressions into Czech:

1. to have a vision	6. to enter a new market
2. to organize a team of enthusiastic collaborators	7. to prepare a marketing campaign
3. to raise funds	8. to win/gain/obtain/get new customers
4. to persuade/convince the environment of your product	9. to maintain a positive image

5. to establish a long-term relationship to the brand	10. to have the desire to expand further
---	--

GRAMMAR-EXERCISES

3.10 Underline the correct words:

1. You must call them / must to call them right now.
2. You don't must / mustn't turn off this computer.
3. Do you can / can you speak Chinese?
4. Why I should / should I work late on Friday?
5. I will can / will be able to help you when I have time.
6. You shouldn't / don't should speak like that to a client.
7. Must you / Do you must go so soon?
8. When we can / can we have our meeting?

3.11 Translate into English:

1. Nesmíte to odeslat. ...
2. Musím jet zítra do Prahy. ...
3. Mohl jste nám zavolat. Byli jsme doma. ...
4. Musela něco koupit. ...
5. Smím Vás požádat o pomoc? ...
6. Příští týden budu muset jet na služební cestu.

3.6.1 TEST

1. The greatest entrepreneurs are those who ... business.

- cease
- **revolutionize**
- terminate

2. They had no idea of the ... it had on the IT business.

- fact
- pact
- **impact**

3. There is no ... that the greatest entrepreneurs of modern times come from the IT background.

- alternative
- answer
- **doubt**

4. Walt Disney Company ... another business.

- entailed
- required
- **acquired**

5. Brand ... is a long term process in each business.

- penalty
- **loyalty**
- disloyalty

6. Apple Company has created many ... products.

- user-able
- user-madly
- **user-friendly**

7. Steve Jobs ... his company a couple of decades ago.

- finded
- **founded**
- found

8. It is very easy to do business with Apple Company, they are so...

- slow to respond
- bureaucratic
- **professional**

9. Steve Jobs served as ... in his Pixar Animation Studios.

- PA
- **CEO**
- MD

10. ... is a person who owns shares.

- Steakholder
- **Shareholder**
- Shareower

11. A business plan will show what an entrepreneur

- **intends**
- representing
- represents

12. A good business idea is _____ for the establishment of an independent existence.

- information
- an aspect
- **a starting point**

13. Every entrepreneur has to ... important information.

- perform
- pay
- **seek**

14. The financial planning ... various calculations.

- **includes**
- makes
- results

15. With regard to financial planning needs, it is necessary to consider _____ with a client.

- **payment behaviour**
- expenditure

- activities

16. After the performed calculations it is known whether one can expect a profit or

- expenditure
 - **loss**
 - VAT
-



SHRNUTÍ KAPITOLY

Kapitola **Entrepreneurship – Entrepreneur** vysvětlila problematiku spojenou se základním firm, úspěšným podnikatelem a klíčovou terminologií. V gramatické části jsme zvládli správně použít způsobová slovesa.

4 ENTREPRENEURSHIP – BUSINESS ORGANISATION AND PEOPLE

RYCHLÝ NÁHLED KAPITOLY



Kapitola se zaměřuje na to, jak správně pojmenovat, vysvětlit a popsat jednotlivé typy firem a jejich běžné obchodní aktivity. Poté se budeme věnovat také obchodním schůzkám, nejdůležitější slovní zásobě a frázím.

V gramatické části se zaměříme na standardní komunikační situace, se kterými se ma-
nažeři nejčastěji setkávají.

CÍLE KAPITOLY



V této kapitole se naučíme:

- Slovní zásobu k tématu typy společností,
- Jak správně porozumět jednotlivým typům společnosti včetně jejich typických akti-
vit,
- Zvládnout a správně vést obchodní jednání v angličtině.

KLÍČOVÁ SLOVA KAPITOLY



Global franchise, meeting, non-profit organisation, partnership, private limited com-
pany, public limited company, sole trader, state-owned enterprise.

4.1 Vocabulary

absent	nepřítomný
abstain from (voting)	zdržet se (hlasování)
accomplish	dosáhnout
acquisition	koupě, nákup
address	oslovit
adjourn	odložit, přerušit
agenda	program, pořad jednání
AGM (annual general meeting)	valná hromada

allocate	rozdělit, přidělit
AOB (any other business)	různé
apologies	omluva
ballot	hlasovat
board of directors	představenstvo
boardroom	zasedací síň správní rady
brainstorm	hledat nové nápady
buyout	skoupení, vyplacení
casting vote	rozhodující hlas
chairperson/chair	předseda
clarify	objasnit, vyjasnit
clarification	objasnění, vyjasnění
closing remarks	poznámky na závěr
collaborate	spolupracovat
commence	začít
comment	vyjádřit se
conference	porada, jednání
conference hall	zasedací síň
confidential	důvěrný
consensus	shoda, souhlas
deadline	konečný termín
designate	jmenovat, vybrat, určit
formality	formalita
franchise	franšíza
grievance	stížnost
guest speaker	hostující mluvčí
implement	zavést, provést
joint venture	podnik se společnou majetkovou účastí
limited partnership	komanditní společnost
ltd. (limited liability)	s.r.o.
mandatory	povinný
minutes	zápis, oficiální zpráva
motion	předložit návrh
objectives	cíle
opening remarks	poznámky na začátku
participant	účastník
partnership	společnost, sdružení
plc. (public limited company)	veřejná / obchodní akciová společnost
private limited company	s.r.o.
proxy vote	hlas v zastoupení
punctual	dochvilný
recommend	doporučit
show of hands	hlasování zdvižením ruky
sole trader	živnostník
takeover	převzetí (firmy)
trading partnership	obchodní společnost
unanimous	jednohlasný
vote	hlas

4.2 Types of organisation

Entrepreneurs and managers share some of the same characteristics, but also show important differences. In terms of business, entrepreneurs start companies and see the big picture, entrepreneurs take risks, but tend to get bored by the day-to-day details of running a company.

Managers, on the other hand, tend to risk-averse, and enjoy running their departments day-to-day.

A typical route for an entrepreneur is to start a business, grow it and then, when it is successful, sell it to another – usually much larger company. The entrepreneur keeps the money from the sale of the business and uses it to start another business.

Business organisations of different types are partially defined in Unit 3, however let us now consider some more examples of each.

Sole trader

A skilled manual worker, such as a builder, who is self-employed. A professional person, such as writer or graphic designer, who is freelance.

Partnership

A group of lawyers who share an office or a small group of friends who start a web design company.

Private limited company

A small or medium sized business in which the shares are privately held, perhaps by the founder and few early investors. Most family businesses are like this, but there are some examples amongst larger companies: Virgin, PwC, IKEA, LiDL, Lego, Bosch, Rolex, etc.

Public limited company

A large business whose shares are listed on a stock exchange. Examples are big, well-known companies, such as BP, Vodafone, Barclays and Tesco.

Global franchise

A business that operates under a franchise system. Franchises represent a wide variety of business interests, such as fast food outlets, hotels, courier services, cleaning services, etc. Examples are Burger King, Super B, UPS, and Green Mop.

Non-profit organisation

A charity, a foundation, or an NGO (non-governmental organisation). Examples are the Bill & Melinda Gates Foundation, Amnesty, the Red Cross, and many small church and charitable organisations.

State-owned enterprise

A business owned by the state, such as the post office, the railways, etc.

Zdroj: Sharma, P., a Emmerson, P., 2014. The Business Pre-Intermediate Teacher's Book. London, Macmillian. ISBN 978-0-230-43784-5.



OTÁZKY

- 1 Who is a sole trader? Describe his /her some typical activities.
 - 2 What is a private limited company? Describe it and give some examples.
 - 3 What is a public limited company? Describe it and give some examples.
 - 4 What is a global franchise? Describe it and give some examples.
 - 5 What is a non-profit organisation? Describe it and give some examples.
 - 6 What is a state-owned enterprise? Describe it and give some examples.
-

LEXIS

4.1 Complete the suitable type of organisation:

1. My hair designer has his own business. He is a ...
2. My doctor works in ... there are two other doctors and a general practitioner.
3. We often eat at a local Vietnamese restaurant. It is ... , owned and run by one Vietnamese family.
4. My brother invested some money in ČEZ. It is a well-known ... in the Czech Republic.
5. There are Europcar car rental offices in many countries around the world. It is a global ...
6. The YMCA is a ... and is concerned with youth development.

4.2 Choose the best answer:

1. a start-up is when an entrepreneur: a) buys a new car b) sets up a new business c) buys another company
2. a merger is when two companies : a) agree to become one b) share a new activity c) buy another company
3. an acquisition is when an entrepreneur a) starts a company b) buys a company c) sells the company
4. a takeover is when a company a) starts another company b) buys another company c) sells another company
5. a buyout is when a company is bought by a) its own bank b) its own customers c) its own staff
6. a joint venture is when two companies a) agree to become one b) share a new activity c) buy another company

SAMOSTATNÝ ÚKOL



Act a short dialogue in pairs, in which you will deal with the description of some companies you know in terms of their type and activities. If necessary, go online and present your findings.

4.3 Meetings

Many young managers still may find it difficult to encounter different meetings with their staff members. In the following interview, the journalist is talking to a senior manager who has a lot of experience in that field of corporate communication.

Journalist: My first question is how do managers call a meeting in businesses or are they called to a meeting?

Senior manager: There are a number of ways that you may call or be called to a meeting. Some meetings are announced by e-mail, and others are posted on bulletin boards. If a meeting is announced at the end of another meeting, it is important to issue a reminder. A reminder can also come in the form of an e-mail or notice. Verbal announcements or reminders should always be backed up by documented ones. The date, location, time, length, and purpose of the meeting should be included.

Journalist: So, what is then the second step?

Senior manager: In order to keep the meeting on task and within the set amount of time, it is important to have an agenda. The agenda should indicate the order of items and an estimated amount of time for each item.

Journalist: Managers' job is to delegate different tasks. Is it possible with the meetings?

Senior manager: Sure, it is. The person in charge of calling and holding a meeting may decide to allocate certain roles to other staff members. Someone may be called upon to take the minutes, someone may be asked to do roll call, and someone may be asked to speak on a certain subject. This should be done either in person, or in an e-mail.

Journalist: Yes, I see. So how should a manager start a meeting?

Senior manager: Whether you are holding the meeting or attending the meeting it is polite to make small talk while you wait for the meeting to start. You should discuss things unrelated to the meeting, such as weather, family, or weekend plans. Following that, once everyone has arrived, the chairperson, or whoever is in charge of the meeting should formally welcome everyone to the meeting and thank the attendees for coming.

Journalist: How do you check that everyone is in the meeting?

Senior manager: If the meeting is a small group, it is probably unnecessary to take attendance out loud. The person who is taking the minutes will know everyone personally and can indicate who is present and who is absent. In a larger meeting, it may be necessary to send around an attendance sheet or call out names.

Journalist: How do all participants know what is going to be discussed?

Senior manager: Some people who hold meetings prefer to pass around copies of the agenda, and others will post a large copy on a wall, or use an overhead projector. No matter which format is used, attendees should be able to follow the agenda as the meeting progresses. Before beginning the first main item on the agenda, the speaker should provide a brief verbal outline the objectives.

Journalist: Who should take the minutes?

Senior manager: Anyone, including you, may be assigned to take the minutes at a meeting. Often someone who is not participating in the meeting will be called upon to be the minute-taker.

Journalist: Does the slogan "Time is money" hold true in the meeting?

Senior manager: One of the most difficult things about holding an effective meeting is staying within the time limits. A good agenda will outline how long each item should take. A good chairperson will do his or her best to stay within the limits for meetings.

Journalist: When do managers need to turn to voting?

Senior manager: When issues cannot be resolved or decisions cannot be easily made, they are often put to a vote. Most votes occur during meetings. Votes can be open, where people raise their hands in favour or in opposition of the issue. In an open vote, the results are evident immediately. Other votes, such as who should be elected to take on a certain role, are private or closed. During private votes, attendees fill out ballots and place them in a box to be counted. The results may not be counted until after the meeting.

Journalist: And finally, the meeting is about to end, how do you close the meeting?

Senior manager: There are different reasons why a meeting comes to an end. Time may run out, or all of the items in the agenda may be checked off. Some meetings will end earlier than expected and others will run late. The odd time, a meeting may be cut short due to an unexpected problem or circumstance.

Journalist: What else should be mentioned at the end of the meeting?

Senior manager: The end of the meeting is also the time to thank anyone who has not been thanked at the beginning of the meeting, or anyone who deserves a second thank you. Congratulations or Good-luck can also be offered here to someone who has experienced something new, such as receiving a promotion, getting married, or having a baby. In the closing remarks, the chairperson, or participants may want to discuss the date and time for the next meeting, when the minutes will be available, or when a decision should be made by. This is also the time to give contact information, such as how to send a question by e-mail or who to call regarding a certain issue.

Journalist: Thank you very much for your time!

Zdroj: Business English: Preparing for a Meeting. [online]. EnglishClub, 1997, 2013 [cit. 2013-01-21]. Dostupné z: <http://www.englishclub.com/businessenglish/meetings-preparations.htm>

OTÁZKY



- 1 What is the typical structure of the corporate meeting?
- 2 What does the senior manager mean by the agenda?
- 3 Who looks after the minutes?
- 4 What are some of the good qualities of the chairperson?
- 5 What happens at the end of the meeting?

LEXIS

4.3 Complete the email and use the following expressions below:

competitors, duties, meeting, attend, expecting, make arrangements, purpose

To: jana.k@hotmail.com

cc: dana@hotmail.com; tomas@hotmail.com; nela@hotmail.com

From: peter@hotmail.com

Subject: Meeting

Hi Everyone,

We will be having a ... next Monday from 1:00 PM-3:00 PM in Room 7. All supervisors are expected to The ... of the meeting is to discuss the upcoming trade fair. As you probably have heard, this could be one of our busiest trade fairs to date. There are already five hundred... coming to the trade fair from all European countries and even from North America. We are also ... some Asian representatives too. Please... to have other staff members cover your ... during the meeting.

Thank you,

Peter

4.4. Translate the following sentences into English:

1. Dovolte, abych zahájil dnešní poradu...	
2. Prvním bodem jednání bude... pak bude následovat...	
3. Nyní budeme hlasovat... kdo je pro, proti, kdo se zdržel hlasování?	
4. Má někdo další návrhy?	
5. Zápis z porady vám pošlu emailem...	

4.5. Match the words with the correct definitions?

1. absent	a) the person who leads or
2. confidential	b) not present
3. board of directors	c) in complete agreement
4. adjourn	d) due date for completion
5. consensus	e) close a meeting presides at a meeting
6. chairperson	f) private

7. deadline	g) group of elected members of an organization/company who meet to make decisions
8. unanimous	h) general agreement

4.6 Translate the following statements into Czech:

1. On the agenda today...	6. Sorry to hold the meeting up.
2. Okay everybody, thanks for coming.	7. I just wanted to see what kind of feedback you've got.
3. Just a couple of things on the agenda.	8. Anybody got anything else they want to raise before we wrap up?
4. If we could go through them in order...	9. I really strongly disagree.
5. Right then... let's get down to business.	10. Any other business.

4.4 Grammar – Expressions for meetings

Během porad lze v angličtině volit z celé řady jednotlivých sloves, spojení či jiných výrazů pro přesné vyjádření:

a) názorů: *In my opinion..., in my view..., if you want to know my opinion..., the way I see it..., I feel..., I think..., I believe..., I suppose..., I assume..., I guess..., it seems, appears to me that... .*

b) souhlasu: *I agree..., I can go along with that..., I think we are in agreement on that..., I share your view... .*

c) nesouhlasu: *I do not think it is a good idea..., I cannot go along with you there..., I am afraid I cannot agree with you..., I am sorry but I do not agree at all..., I absolutely disagree..., I think you are wrong... .*

d) přerušení: *May I interrupt you for a moment?..., I am sorry to interrupt you..., break in, but..., May I come in at this point?..., Excuse me, may I ask a question?..., I do not want to interrupt, but..., I would like to add something here if I may..., If I might just add something here... .*

d) návrhů: *I would like to make a proposal..., I would like to make a suggestion..., I suggest..., I propose..., I would like to put forward a different proposal..., Would not it be a good idea that we..., Let us first have a look at..., Why do not we...?*

Nyní následují další příklady.

PŘÍKLAD 1

I believe we can sign the contract today.

PŘÍKLAD 2

I am afraid; I do not go along with your quotation.

PŘÍKLAD 3

Let us put forward another proposal, which you might find quite acceptable.

GRAMMAR-EXERCISES

4.6 Complete the suitable prepositions:

1. I agree ... their price.
2. ... my opinion, you are wrong.
3. Derek, do not break ... , I need to finish my thought!
4. Could we have a vote ... it?
5. Today I would like to go ... the main points quickly, we are running out time.

4.7 Use the suitable word in English:

1. May I (vyrušit) for a while?
2. Could we (přejít k dalšímu bodu jednání).....?
3. Our team has to absolutely (nesouhlasit) with your proposal!
4. How is going to keep the (zápis z jednání) today?
5. Now, let us have a (hlasovat) on the new project!
6. Who is in (pro) and who is (proti) please raise your hands!

7. (Zdržel se někdo hlasování) ?
8. Today we are meeting to (hledat nové nápady).....
9. Please treat this information (důvěrně)
10. We have come (jednohlasně) to the conclusion that we would buy another 10% in their business.

4.8 Complete the minutes with the suitable word:

a) confirmed, b) commence, c) opinion, d) significance, e) vote, f) unanimous, g) objected, h) opted for, i) chairman

Minutes of the meeting held at the Head Office of MacKenzie, on Jan.1

1. The ... opened the meeting, 2. ... the minutes of the last meeting and stressed the 3. ... of coming to a decision, then he asked Mrs. Susan to 4. ... the discussion by giving the others his on the new project. Fortunately, everyone 5. ... a quick decision, so all participants did not have to 6. ... on accepting the procedure in terms of implementing the new project. No one 7. ... and shortly afterwards the 8. ... decision was taken.

OTÁZKY



4.5 Test

1. Bruce, the chairperson, ran out of time and he was forced to ... the conference.

- accomplish
- adjourn
- confirm

2. Thomas will ... as soon as all of the board members take a seat.

- commence
- brainstorm
- move

3. The meeting will ... two hours.

- take place
- take
- break

4. In a meeting it is possible to ... that a counterpart is telling the truth by observing his/her body language.

- infect
- detect
- effect

5. Susan, if you have a ... please wait until Sophie has finished speaking.

- comment
- implement
- detent

6. Our top managers we'll be discussing this year's profits at the ...

- AOB
- AGM
- AMM

7. In her ... the chairwoman thanked everyone for doing such a good job this week.

- agenda
- motion
- closing remarks

8. Before we ... I want to remind everyone to sign the attendance form on the way out.

- cooperate
- collaborate
- wrap up

9. I was away on business in Turkey last month, so ... was assigned.

- proxy-vote
- participant
- ballot

10. The board members of AVEX Company couldn't come to a ... so they had to hold a vote last week.

- motion
- completion
- consensus

ODPOVĚDI



4.6 Key

LEXIS

4.1 Complete the suitable type of organisation:

1. My hair designer has his own business. He is a **sole trader**.
2. My doctor works in **partnership** there are two other doctors and a general practitioner.
3. We often eat at a local Vietnamese restaurant. It is **private limited company**, owned and run by one Vietnamese family.
4. My brother invested some money in ČEZ. It is a well-known **public limited company** in the Czech Republic.
5. There are Europcar car rental offices in many countries around the world. It is a global **franchise**.
6. The YMCA is a **non-profit organisation** and is concerned with youth development.

4.2 Choose the best answer:

1. a start-up is when an entrepreneur: a) buys a new car **b) sets up a new business** c) buys another company
2. a merger is when two companies : **a) agree to become one** b) share a new activity c) buy another company
3. an acquisition is when an entrepreneur a) starts a company **b) buys a company** c) sells the company
4. a takeover is when a company a) starts another company **b) buys another company** c) sells another company
5. a buyout is when a company is bought by a) its own bank b) its own customers c) **its own staff**
6. a joint venture is when two companies a) agree to become one **b) share a new activity** c) buy another company

4.3 Complete the email and use the following expressions below:

competitors, duties, meeting, attend, expecting, make arrangements, purpose

To: jana.k@hotmail.com

cc: dana@hotmail.com; tomas@hotmail.com; nela@hotmail.com

From: peter@hotmail.com

Subject: Meeting

Hi Everyone,

*We will be having a **meeting** next Monday from 1:00 PM-3:00 PM in Room 7. All supervisors are expected to **attend**. The **purpose** of the meeting is to discuss the upcoming trade fair. As you probably have heard, this could be one of our busiest trade fairs to date. There are already five hundred **competitors** coming to the trade fair from all European countries and even from North America. We are also **expecting** some Asian representatives too. Please **make arrangements** to have other staff members cover your **duties** during the meeting.*

Thank you,

Peter

4.4. Translate the following sentences into English:

1. Dovolte, abych zahájil dnešní poradu...	Let me commence / start / begin / open our today's meeting...
2. Prvním bodem jednání bude... pak bude následovat...	The first item on the agenda will be... then will follow...
3. Nyní budeme hlasovat...kdo je pro, proti, kdo se zdržel hlasování?	Now, we are going to have a vote... who is in favour, who is against, any abstentions?
4. Má někdo další návrhy?	Has anyone / does anyone have further proposals / suggestions?
5. Zápis z porady vám pošlu emailem...	I will send you the minutes by email...

4.5. Match the words with the correct definitions?

1. absent	b)
2. confidential	f)
3. board of directors	g)
4. adjourn	e)
5. consensus	h)
6. chairperson	a)
7. deadline	d)

8. unanimous	c)
--------------	----

4.6 Translate the following statements into Czech:

1. Na dnešním programu jednání je...	6. Omlouvám se, že zdržuji poradu.
2. Díky všem, že jste dorazili.	7. Chtěl jsem vidět, jakou máte zpětnou vazbu.
3. Několik věcí na program jednání.	8. Má ještě někdo něco, než budeme končit?
4. Kdybychom si je mohli projít po řadě...	9. Opravdu musím velice nesouhlasit.
5. Tedy dobrá... pojďme na věc.	10. Různé.

GRAMMAR-EXERCISES

4.6 Complete the suitable prepositions:

1. I agree **with** their price.
2. **In** my opinion, you are wrong.
3. Derek, do not break **in**, I need to finish my thought!
4. Could we have a vote **on** it?
5. Today I would like to go **over** the main points quickly, we are running out time.

4.7 Use the suitable word in English:

1. May I **interrupt** for a while?
2. Could we **move to the next item on the agenda**?
3. Our team has to absolutely **disagree** with your proposal!
4. How is going to keep the **minutes** today?
5. Now, let us have a **vote** on the new project!
6. Who is in **favour** and who is **against** please raise your hands!
7. **Any abstentions**?
8. Today we are meeting to **brainstorm**.
9. Please treat this information **confidentially**.

10. We have come **unanimously** to the conclusion that we would buy another 10% in their business.

4.8 Complete the minutes with the suitable word:

- a) **confirmed**, b) **commence**, c) **opinion**, d) **significance**, e) **vote**, f) **unanimous**,
g) **objected**, h) **opted for**, i) **chairman**

Minutes of the meeting held at the Head Office of MacKenzie, on Jan.1

1. The i) **chairman** opened the meeting, 2. a) **confirmed** the minutes of the last meeting and stressed the 3. d) **significance** of coming to a decision, then he asked Mrs. Susan to 4. b) **commence** the discussion by giving the others his c) **opinion** on the new project. Fortunately, everyone 5. h) **opted for** a quick decision, so all participants did not have to 6. e) **vote** on accepting the procedure in terms of implementing the new project. No one 7. g) **objected** and shortly afterwards the 8. f) **unanimous** decision was taken.

4.6.1 TEST

1. **Bruce, the chairperson, ran out of time and he was forced to ... the conference.**

- accomplish
- **adjourn**
- confirm

2. **Thomas will ... as soon as all of the board members take a seat.**

- **commence**
- brainstorm
- move

3. **The meeting will ... two hours.**

- take place
- **take**
- break

4. **In a meeting it is possible to ... that a counterpart is telling the truth by observing his/her body language.**

- infect
- **detect**
- effect

5. Susan, if you have a ... please wait until Sophie has finished speaking.

- **comment**
- implement
- detent

6. Our top managers we'll be discussing this year's profits at the ...

- AOB
- AGM
- AMM

7. In her ... the chairwoman thanked everyone for doing such a good job this week.

- agenda
- motion
- **closing remarks**

8. Before we ... I want to remind everyone to sign the attendance form on the way out.

- cooperate
- collaborate
- **wrap up**

9. I was away on business in Turkey last month, so ... was assigned.

- **proxy-vote**
- participant
- ballot

10. The board members of AVEX Company couldn't come to a ... so they had to hold a vote last week.

- motion
- completion
- **consensus**

SHRUTÍ KAPITOLY



V kapitole **Entrepreneurship – Entrepreneur** jsme se naučili, jak správně pojmenovat jednotlivé typy společností, co konkrétně dělají a uvedli jsem si nejdůležitější jazykové i komunikační prvky spojené s obchodním jednáním a také zápisem ze schůzky.

5 BUSINESS COSTS – CUTTING COSTS



RYCHLÝ NÁHLED KAPITOLY

Kapitola se soustřeďuje na oblast firemního a rodinného rozpočtu, fixní náklady a variabilní náklady. U firmy ukazuje možné následky hospodaření v případě poklesu zákazníků, u rodiny pak při poklesu příjmů. Nabízí se určitá doporučení a řešení. V druhé části se budeme věnovat obchodnímu vyjednávání. Budeme nacvičovat typické situace v obchodě a klíčová slovní zásoba.

Gramatická část procvičuje budoucí čas, časové spojky a podmínkovou větu prvního typu.



CÍLE KAPITOLY

Po absolvování kapitoly budu umět:

- Aktivně používat slovní zásobu k rozpočtu, nákladům, penězům,
- Správně vést obchodní vyjednávání v angličtině,
- Vyjmenovat a vysvětlit nejčastěji používané termíny z oblasti rozpočtu, nákladů a peněz,
- Používat budoucí čas, časové spojky a podmínkovou větu prvního typu.



KLÍČOVÁ SLOVA KAPITOLY

Business budget, business costs, cutting costs, fixed costs, investments, negotiating, personal budget, variable costs.

5.1 Vocabulary

alternatives	alternativy
amplify	rozvést
arbitration	rozhodčí řízení
bargain	vyjednávat
bottom-line	spodní hranice
collective	společný

compensate	nahradit, vykompenzovat
comply	vyhovět, splnit
comprise	zahrnovat, obsahovat, tvořit
concession	ústupek
conflict resolution	řešení konfliktu
confront	čelit, postavit se
consensus	shoda, souhlas
cooperation	spolupráce
counter proposal	protinabídka
counterattack	protiútok
counterpart	protějšek
demands	požadavky
deadlock	mrtvý bod
dispute	spor, hádka, pře
be entitled to	mít právo na ...
flexible	pružný, přizpůsobivý
haggling	smlouvání, dohadování, handrkování se
hostility	nesouhlas, odpor
high -ball	učinit vysoký požadavek
impulse	podnět, stimul
indecisive	váhavý, nerozhodný
leverage	působení, vliv
log - rolling	vzájemné vychvalování
low - ball	učinit nízký požadavek
mislead	uvést v omyl, oklamat
mutual	vzájemný
objective	cíl
point of view	pohled
pressure	tlak
proposal	návrh
receptive	ochotný, přístupný
resentment	zlost, vztek
resistance	odpor
resolve	řešit
tactics	taktika
tension	napětí, pnutí
trade- off	výměnný obchod
ultimatum	ultimátum
unrealistic	nerealistický
victory	vítězství
yield	ustoupit

5.2 Personal and business budgets. Fixed costs, variable costs, investments. Cost cutting and its consequences. Money loss.

Company finances are not very different from family budgets. The numbers are just bigger. Companies and families both know approximately how much money will come in and go out. Businesses can forecast sales revenues and production costs, and families can plan based on their salaries and living costs.

In both cases, problems begin when revenue decreases. For companies it is often due to a fall in sales: perhaps products are too old, or competition is increasing. Family income can also go down if bonuses or overtime decrease, or when people are unemployed or ill. If an adult stops work, some variable costs will decrease: tax and transport for example. But most payments, like the house, the children's education, energy bills and telephone bills are fixed. In business, even if sales are down 50%, there are still costs like rent, administration and maintenance. When total costs are higher than revenues, both companies and families have to consider what they can cut.

Families can cut out evenings at the restaurant, or cinema. Or they can do without a new TV or a foreign holiday. Companies can cut advertising, travel and training budgets and freeze temporary contracts.

But cutting these variable costs often takes time to have an effect. In the short term, both families and companies often need to use their reserves, that is, take cash from their savings and investments. If the difficulties continue, they can borrow money using their assets, that is by re-mortgaging their home, office or factory. By using these reserves or assets, individuals and businesses can survive until their situation improves. Losses are relative: losing several million pounds is unthinkable for a family, but may be a small percentage of medium-sized company's revenues.

Corporate and personal finance are also similar where investment is concerned. Sometimes the best way to reduce costs is to spend more money. A family that is having difficulty paying its energy bills can invest in better insulation and a more modern heating system. Companies that invest in new equipment or better software can reduce long-term costs. This kind of one-time cost is often the explanation when well managed companies appear to be losing money.

In conclusion, a family or a company that has temporary financial difficulties can recover quickly if the problem is managed carefully.

Zdroj: Allison, J., a Emmerson, P., 2017. The Business Pre-Intermediate Student's Book. London, Macmillan. ISBN 978-0-230-43780-7.

OTÁZKY



- 1 What is different between company finances and family budgets?
 - 2 What is a cause of cutting costs for companies and families?
 - 3 What can companies and families do in this situation?
 - 4 Explain what fixed costs are.
 - 5 Explain what variable costs are.
 - 6 How can companies and families survive hard times?
-

LEXIS

5.1 Translate into Czech the following terms:

1. revenue
2. turnover
3. income
4. cost of goods sold
5. gross profit
6. overheads
7. operating profit
8. interest tax
9. depreciation
10. net profit after tax
11. dividends
12. retained profit

5.2 Match the following terms with the definitions given below:

1. turnover 2. revenue. 3. cost of goods sold 4. income 5. overheads 6. gross profit 7. retained profit 8. operating profit 9. dividends 10. net profit after tax 11. depreciation

- a) the money coming into the company from sales ...
- b) the amount of money that a company does in a period of time ...
- c) money that is earned from doing work or received from investments ...
- d) these costs are volume-related, the more you produce, the higher the cost ...

- e) company's profit from selling goods or services before costs not directly related to producing them, for example interest payments and tax, are subtracted ...
- f) regular costs e.g. rent, heating etc...
- h) a company's profit from its normal business activities, not including any earned from investments or sales of assets, calculated by taking operating expenses away from gross income ...
- i) the process of losing value ...
- j) the real profit that the business makes ...
- k) the profit of a company that is paid to the people who own shares in it ...
- l) this is what remains to invest in the business in the future ...



SAMOSTATNÝ ÚKOL

With your friends discuss what fixed and variable costs they have. Engage in a conversation and compare your findings in pairs, then present them to the class.

5.3 Grammar – Future forms and first conditional. Time expressions

Pro vyjádření obecné budoucnosti použijeme v angličtině pomocné sloveso **WILL**. Otázku vytvoříme přehozením slovesa WILL s podmětem, např. *Will you help me, please?*

Zápor tvoříme pomocí NOT – WILL NOT (WON'T)

WILL používáme, když:

1. událost v budoucnosti nemůžeme ovlivnit, např. *The sun will rise and set tomorrow.*
2. se jedná o domněnku či předpoklad, např. *I think John will arrive in London at 1 p.m.*
3. se jedná o spontánní rozhodnutí, např. *Hold on, I will come with you then.*
4. se jedná o slib, např. *I will not come late tonight.*

Naopak sloveso **GOING TO** se pojí nejčastěji s určitým plánem či záměrem. Vyjadřuje tak naše plány či aktivity, které jsme si již naplánovali do budoucnosti, např. *I am going to buy a new coat.* Otázku tvoříme přehozením slovesa BE na začátek věty, např. *Are you going to sell the house?* Zápor tvoříme pomocí NOT, např. *I am not going to pay for it,* apod.

Podmínková věta prvního typu se tvoří následovně:

Věta vedlejší - jednoduchý přít.čas / Věta hlavní + WILL, , např. *If you pay for lunch today, I will invite you next time.*

Používá se nejčastěji pro vyjádření podmínky, která je z hlediska pravděpodobnosti realizovatelná a předpokládáme, že nastane či bude splněna.

V angličtině se také objevují časové spojky. Platí pravidlo, že po těchto spojkách **WHEN, UNTIL, AS SOON AS, BEFORE** a **AFTER** (patří sem i **IF**) následuje jednoduchý přítomný čas, ve větě hlavní se objeví **WILL**, např. *I will not get a job until I pass my exams.*, apod.

Nyní následují další příklady k výše uvedeným pravidlům:

PŘÍKLAD 1

I will buy the shares of that company.

PŘÍKLAD 2

They are going to reduce their costs this year.

PŘÍKLAD 3

If you happen to know her email, then send her that message immediately. / When they arrive at the airport, I will come and pick them up.

SAMOSTATNÝ ÚKOL



GRAMMAR – EXERCISES

5.3 Use the correct forms of future tenses:

1. We probably have to increase our prices next year.
2. Quick! Catch it! It ... fall.

BUSINESS COSTS – CUTTING COSTS

3. I have the roast chicken, please.
4. We open a new facility in Romania next month.
5. I confirm the details by email.

5.4 Use before, if and unless in the following situations:

1. I will deliver on Friday, ... you order today.
2. I am sorry, I cannot deliver ... Friday you pay for express delivery.
3. OK, I will give you 30 days' credit ... you place regular orders.
4. I am sorry, I cannot give you 60 days' credit ... you pay the full price.
5. OK, I will change the colour to red or blue ... you give me two weeks' notice.
6. I am sorry, I can't add your company logo ... you order more than 500 pieces.

5.5 Work in pairs, practice the 1st conditional:

1. If the new service is too expensive...
2. We will increase the price if...
3. We will invest in new software, if...
4. If customers do not pay their bills, ...
5. If we need more products to be sold, ...
6. The bank will not give a loan if...

5.4 Negotiating

Today, in our next business communication discussion for our young entrepreneurs we are dealing with a few golden rules to successful negotiations with our business communication expert from Multitask Communication Enterprise based here in the UK.

Journalist: How much time do business people need for negotiations?

Business communication expert: Always try to negotiate for at least 15 minutes. Any less than that and it is unlikely that either party has had enough time to fairly consider the

other side. Generally, the size or seriousness of the negotiation determines the amount of time needed to negotiate it. Setting a time limit is a good idea. Approximately 90% of negotiations get settled in the last 10% of the discussion.

Journalist: Who shall begin the negotiation?

Business communication expert: Always offer to let the other party speak first. This is especially important if you are the one making a request for something such as a raise. The other party may have overestimated what you are going to ask for and may actually offer more than what you were going to request.

Journalist: In your opinion, what is the most appropriate communication behavior in negotiations?

Business communication expert: Always respect and listen to what your opponent has to say. This is important even if he or she does not extend the same courtesy to you. Do your best to remain calm and pleasant even if the other party is displaying frustration or anger. Remember some people will do anything to intimidate you.

Journalist: Could you tell our young entrepreneurs some other communication tips in negotiations?

Business communication expert: Acknowledge what the other party says. Everyone likes to know that what they say is important. If the other party opens first, use it to your advantage, by paraphrasing what you have heard. Repeat their important ideas before you introduce your own stronger ones.

Journalist: According to some communication theories, verbal and non-verbal communication is important. Does the same theory apply to business negotiations?

Business communication expert: Yes, you are right. You should pay attention to your own and your counterpart's body language. Make sure that you aren't conveying any negative body language.

Journalist: Could you mention some typical demonstrations of body language used in business negotiations?

Business communication expert: Say, for instance, if your counterpart avoids eye contact it might mean that he or she is lying, not interested or not telling the whole truth. Further, if someone shows serious eye contact it might suggest that the person is trying to intimidate you or shows anger. In addition to that, if your business partner is touching e.g. the face or fidgeting, that is a clear signal that he or she is nervous, lacks confidence or is submissive. Finally, if he or she is nodding, that is a positive sign showing agreement and willingness to compromise, or vice versa, if he or she is shaking the head or turning away, that is rather a negative signal indicating frustration, disbelief or disagreement with the given point.

BUSINESS COSTS – CUTTING COSTS

Journalist: Our time is up; well thank you for your practical insight of basic skills required in modern business negotiations.

Business communication expert: You are welcome!

Zdroj: Business English: The Negotiation Process. [online]. EnglishClub, 1997, 2013 [cit. 2013-01-21]. Dostupné z: <http://www.englishclub.com/businessenglish/negotiations-process.htm>



OTÁZKY

- 1 How important is time in negotiations?
- 2 What is the turn-taking thing in negotiations like?
- 3 How should businesspeople behave in negotiations?
- 4 How important is body language in negotiations?
- 5 Can you name some typical demonstrations of body language in negotiations?

LEXIS

5.6 Complete the sentences and use the vocabulary listed above:

1. In the past it took over two days of negotiating for the parties to come to a ..Today it is much quicker.	a) hostility b) bottom-line c) consensus d) indecisive	1...
2. It was ... decision to settle our differences out of court.	a) flexible b) mutual c) un-realistic d) victorious	2...
3. According to communication experts one ... that always works is to ask your counterpart to speak first.	a) tactic b) bargain c) re-sistance d) tension	3...
4. Our team would have more ... if we had some more recent information.	a) haggling b) concession c) leverage d) impulse	4...
5. The other team was ... to our proposal until we made our last demand.	a) tension b) resistance c) receptive d) hostility	5...
6. The representatives from the other company were ... over the details of the contract all day long yesterday.	a) haggling b) conflict c) dispute d) misleading	6...

7. We were surprised by the move our counterpart had made. We did not expect them to ... so quickly.	a) arbitration b) counter-proposal c) yield d) amplify	7.
8. None of the parties was willing to give in. Therefore, it was no surprise that within twenty minutes the negotiations had already ended in a ...	a) collective b) bottom - line c) counterpart d) deadlock	8.
9. The aim of the meeting is to find some areas of ...	a) pressure b) cooperation c) victory d) objective	9.
10. Our team had to have a break as the counterpart was planning to ...	a) high-ball b) trade- off c) demands d) consensus	10.

5.7 Translate the following into English:

1. učinit ústupek	
2. udělat protinabídku	
3. vyjednat lepší podmínky pro obchod	
4. silný vyjednávač	
5. dosáhnout kompromisu	

5.8 Which word is different?

1. negotiation	arbitration	bargaining	haggling
2.demands	low-ball	high-ball	burdens
3.aim	objective	disregard	goal
4.avoid	confront	dodge	evade

5.9 Translate the following statements into Czech:

1. I'm afraid I had something different in mind.	6. That's not exactly how I look at it.
2. I'm prepared to compromise, but ...	7. In other words, you feel that ...
3. I think we can both agree that ...	8. I don't see any problem with/harm in that.
4. That's a fair suggestion.	9. I'd have to disagree with you there.
5. Is that your best offer?	10. From my perspective ...

5.5 Test

1. During negotiations, one should treat an ... with respect and consideration at all times.

- friend
- comrade
- opponent

2. In "win-win" negotiations, the two parties try to establish a common ...

- goal
- point
- destination

3. Before anyone starts negotiations it is wise to consider one's own ...

- bottom-line
- ultimatum
- clampdown

4. It may be possible to ... that a counterpart is lying by observing body language.

- infect
- detect
- effect

5. The negotiating team intimidated the other company into accepting their terms by ...to quit.

- endangering
- threatening
- jeopardizing

6. The opponent used last-minute ... such as acting as though he was "Mr. Nice Guy".

- prank
- tricks
- tactics

7. According to professional literature on negotiations one key to ... conflict-resolution is to deal with issues rather than personalities.

- effective
- ineffective

- efficient

8. Our team had no "bargaining power" ... the other team of negotiators.

- compared to
- compared with
- comparison with

9. If one team wins and the other loses it is a ... strategy.

- win-win
- win-lose
- loss-loss

10. If both teams have come to a deadlock, the outcome of the meeting is a ... negotiation.

- loss-loss
- win-win
- win-lose

ODPOVĚDI



5.6 Key

LEXIS

5.1 Translate into Czech the following terms:

1. revenue **příjem, tržba, výnos**
2. turnover **obrat**
3. income **příjem**
4. cost of goods sold **náklady prodaného zboží**
5. gross profit **hrubý zisk**
6. overheads **režijní náklady**
7. operating profit **provozní zisk**
8. interest tax **daň z úroků**
9. depreciation **pokles ceny**
10. net profit after tax **čistý zisk po zdanění**
11. dividends **dividendy**

12. retained profit **zadržžený zisk**

5.2 Match the following terms with the definitions given below:

- a) the money coming into the company from sales 2. **revenue**
- b) the amount of money that a company does in a period of time 1. **turnover**
- c) money that is earned from doing work or received from investments 4. **income**
- d) these costs are volume-related, the more you produce, the higher the 3. **cost cost of goods sold**
- e) company's profit from selling goods or services before costs not directly related to producing them, for example interest payments and tax, are subtracted 6. **gross profit**
- f) regular costs e.g. rent, heating etc. 5. **overheads**
- h) a company's profit from its normal business activities, not including any earned from investments or sales of assets, calculated by taking operating expenses away from gross income 8. **operating profit**
- i) the process of losing value 11. **depreciation**
- j) the real profit that the business makes 10. **net profit after tax**
- k) the profit of a company that is paid to the people who own shares in it 9. **dividends**
- l) this is what remains to invest in the business in the future 7. **retained profit**

GRAMMAR-EXERCISES

5.3 Use the correct forms of future tenses:

- 1. We **will** probably have to increase our prices next year.
- 2. Quick! Catch it! It **is going to** fall.
- 3. I **will** have the roast chicken, please.
- 4. We **are going to** open a new facility in Romania next month.
- 5. I **will** confirm the details by email.

5.4 Use before, if and unless in the following situations:

- 1. I will deliver on Friday, **if** you order today.

2. I am sorry, I cannot deliver **before** Friday **unless** you pay for express delivery.
3. OK, I will give you 30 days' credit **if** you place regular orders.
4. I am sorry, I cannot give you 60 days' credit **unless** you pay the full price.
5. OK, I will change the colour to red or blue **if** you give me two weeks' notice.
6. I am sorry, I can't add your company logo **unless** you order more than 500 pieces.

LEXIS

5.6 Complete the sentences and use the vocabulary listed above:

1. In the past it took over two days of negotiating for the parties to come to a ..Today it is much quicker.	a) hostility b) bottom-line c) consensus d) indecisive	1. c) consensus
2. It was ... decision to settle our differences out of court.	a) flexible b) mutual c) unrealistic d) victorious	2. b) mutual
3. According to communication experts one ... that always works is to ask your counterpart to speak first.	a) tactic b) bargain c) resistance d) tension	3. a) tactic
4. Our team would have more ... if we had some more recent information.	a) haggling b) concession c) leverage d) impulse	4. c) leverage
5. The other team was ... to our proposal until we made our last demand.	a) tension b) resistance c) receptive d) hostility	5. c) receptive
6. The representatives from the other company were ... over the details of the contract all day long yesterday.	a) haggling b) conflict c) dispute d) misleading	6. a) haggling
7. We were surprised by the move our counterpart had made. We did not expect them to ... so quickly.	a) arbitration b) counterproposal c) yield d) amplify	7. c) yield
8. None of the parties was willing to give in. Therefore, it was no surprise that within twenty minutes the negotiations had already ended in a ...	a) collective b) bottom - line c) counterpart d) deadlock	8. d) deadlock

BUSINESS COSTS – CUTTING COSTS

9. The aim of the meeting is to find some areas of ...	a) pressure b) cooperation c) victory d) objective	9. b) cooperation
10. Our team had to have a break as the counterpart was planning to ...	a) high-ball b) trade-off c) demands d) consensus	10. a) high-ball

5.7 Translate the following into English:

1. učinit ústupek	to yield, make a concession
2. udělat protinabídku	to make a counteroffer
3. vyjednat lepší podmínky pro obchod	to negotiate better conditions for the business
4. silný vyjednávač	a strong negotiator
5. dosáhnout kompromisu	to reach a compromise

5.8 Which word is different?

1. negotiation	arbitration	bargaining	haggling
2. demands	low-ball	high-ball	burdens
3. aim	objective	disregard	goal
4. avoid	confront	dodge	evade

5.9 Translate the following statements into Czech:

1. Obávám se, že jsem měl něco jiného na mysli.	6. To není přesně tak, jak se na to dívám.
2. Jsem připraven udělat kompromis, ale ...	7. Jinými slovy, pocitujete, že...
3. Domnívám, se, že oba můžeme souhlasit, že ...	8. Nemám s tím žádný problém.
4. To je férový návrh.	9. V tomto bodu bych s Vámi nesouhlasil.
5. Je to Vaše nejlepší nabídka?	10. Z mého pohledu...

5.6.1 TEST

During negotiations, one should treat an ... with respect and consideration at all times.

- friend
- comrade
- **opponent**

2. In "win-win" negotiations, the two parties try to establish a common ...

- **goal**

- point
- destination

3. Before anyone starts negotiations it is wise to consider one's own ...

- **bottom-line**
- ultimatum
- clampdown

4. It may be possible to ... that a counterpart is lying by observing body language.

- infect
- **detect**
- effect

5. The negotiating team intimidated the other company into accepting their terms by ...to quit.

- endangering
- **threatening**
- jeopardizing

6. The opponent used last-minute ... such as acting as though he was "Mr. Nice Guy".

- prank
- tricks
- **tactics**

7. According to professional literature on negotiations one key to ... conflict-resolution is to deal with issues rather than personalities.

- **effective**
- ineffective
- efficient

8. Our team had no "bargaining power" ... the other team of negotiators.

- **compared to**
- compared with
- comparison with

9. If one team wins and the other loses it is a ... strategy.

- win-win
- **win-lose**

BUSINESS COSTS – CUTTING COSTS

- loss-loss

10. If both teams have come to a deadlock, the outcome of the meeting is a ... negotiation.

- **loss-loss**
 - win-win
 - win-lose
-



SHRNUTÍ KAPITOLY

V kapitole **Business costs – Cutting costs** jsme se zaměřili na to, jakým způsobem hledat možnosti jak ušetřit ve firemním nebo rodinném rozpočtu, dále jsme se věnovali fixním a variabilním nákladům. V neposlední řadě jsme procvičovali obchodní vyjednávání. Zopakovali jsme si správné použití budoucího času, časových vět a podmínkové věty prvního typu.

6 BUSINESS COSTS – PROFIT, LOSS AND PAYMENT

RYCHLÝ NÁHLED KAPITOLY



Kapitola navazuje na dovednosti získané v předchozí kapitole a podrobněji se věnuje klíčové slovní zásobě v oblasti vykazování finanční výkonnosti společnosti. Dále se zabývá podrobně platebními podmínkami v obchodě a zaměřuje se také na komunikační situace v této oblasti.

CÍLE KAPITOLY



V této kapitole se naučím:

- Vyjmenovat a vysvětlit klíčové dokumenty pro vykazování finanční výkonnosti společnosti,
- Porozumět termínům v dokumentech týkajících se platebních podmínek,
- Vyjadřovat se k tématům spojeným s finanční výkonností společnosti a platebním podmínkám v obchodě.

KLÍČOVÁ SLOVA KAPITOLY



Business costs, financial performance, loss and payment, payment terms, profit.

6.1 Vocabulary

account	účet
assure	ujistit
balance sheet	výkaz zisku a ztrát
bankrupt	insolventní
cancel	zrušit
cash on delivery	dobírka
cash flow statement	výkaz peněžních toků
confirm	potvrdit
freeze	zmrazit
gross margin	hrubá marže
income statement	výkaz příjmů

incur	způsobit, přivodit
interest	úrok
invoice	faktura
measure	měřit
operating expenses	provozní výdaje
outstanding balance	zbývající dluh
overdue	zpožděný
owe	dlužit
payment terms	platební podmínky
profit margin	ziskové rozpětí
reminder	upomínka sus
settle	zaplatit, urovnat
suspend	odložit, přerušit
threat	vyhrůžka
turnover	obrat
vendor	prodejce
wholeseller	velkoobchodník

6.2 Financial performance

There are many different ways to measure financial performance, but all measures should be taken in aggregation. Every transaction that a business gets involved with ultimately finds its way into the accounting records and financial statements of the business.

In business there are essential two main types of financial reports (or "accounts"):

1. **Financial accounting** – which formally records, summarises and reports the transactions of the business
2. **Management accounting** – which presents and analyses financial data to help management take decisions and monitor performance

Financial accounting and accompanying financial restatements focus on reports that a business is required to produce.

The three main elements of financial accounts are:

INCOME STATEMENT

This measures the business' performance over a given period of time, usually one year. It compares the income of the business against the cost of goods or services and expenses incurred in earning that revenue.

BALANCE SHEET

This is a snapshot of the business' assets (what it owns or is owed) and its liabilities (what it owes) on a particular day - usually the last day of the financial year.

CASH FLOW STATEMENT

This shows how the business has generated and disposed of cash and liquid funds during the period under review.

If you were to look at the financial accounts of a public company you would also find other elements that provide detailed information for investors, analysts and other users of the accounts. They include:

- **Directors report:** includes a review of corporate governance & directors' pay
- **Auditor's Statement:** a report from the auditors with their opinion on whether the accounts show a true and fair view of the financial performance and position of the company
- **Operating and Financial Review:** a detailed report on the key financial and operational performance of the latest financial review (a good place to pick up on corporate strategies and objectives, market analysis etc)
- **Notes to the Accounts:** a significant amount of detailed information to support the headline numbers in the Income Statement, Balance Sheet and Cash Flow Statement

Zdroj: Tutor2U: Introduction to Financial Statements. [online]. QM Careers, 2012. [cit. 2018-17-11]. Dostupné z: <https://www.tutor2u.net/business/reference/introduction-to-financial-statements>

OTÁZKY



- 1 How is financial performance measured?
 - 2 What does financial accounting do?
 - 3 What does management accounting do?
 - 4 What are three elements of financial accounts?
 - 5 What is an income statement?
 - 6 What is a balance sheet?
 - 7 What is a cash flow statement?
-

LEXIS

6.1 Complete the text with the words below:

- a) cost of goods sold (COGS) b) gross margin c) operating expenses d) profit margin e) turnover

Last year, Danny sold 80,000 cups, which means he had a 1. ... of \$ 280,000 (80,000 @ \$ 3,50). His 2. ... was \$ 80,000, that is, \$ 1per cup. So his 3.... (before fixed costs, tax, etc.) was 71%, or \$2,50 per cup. After deducting fixed costs or 4. ... like rent and energy of \$100,000, Danny declared an operating profit of \$100,000. He paid \$25,000 in taxes (25%), which left net income of \$75,000, a healthy 5. ...of 27%.

6.2 Find the suitable word for the following situations:

- a) account b) interest c) invoice d) outstanding balance e) overdue f) settle

1. Hello, Mr Black, I am calling about your **record of what you ordered and what you paid**.
2. There is **an amount of money which you haven't paid** of \$500.
3. We sent you **our detailed list of money** to pay on 1 December.
4. I am afraid it is very **late** – you were supposed to pay us two months ago.
5. The contract you signed allows us to charge you **the cost of credit** at 3%.
6. Could you please **send us payment in full for** your bill as soon as possible?

6.3 Payment terms

Payment terms are the conditions under which a vendor completes a sale. The payment terms cover:

- When payment is expected
- Any conditions on that payment
- Any discounts the buyer will receive

Payment terms can apply to any party in the sale, from the wholesaler to the individual consumer.

Now let us have a closer look at the most common invoice payment terms:

- PIA - Payment in advance
- Net 7 - Payment seven days after invoice date
- Net 10 - Payment ten days after invoice date
- Net 30 - Payment 30 days after invoice date

- Net 60 - Payment 60 days after invoice date
- Net 90 - Payment 90 days after invoice date
- EOM - End of month
- 21 MFI - 21st of the month following invoice date
- 1% 10 Net 30 - 1% discount if payment received within ten days otherwise payment 30 days after invoice date
- COD - Cash on delivery
- Cash account - Account conducted on a cash basis, no credit
- Letter of credit - A documentary credit confirmed by a bank, often used for export
- Bill of exchange - A promise to pay at a later date, usually supported by a bank
- CND - Cash next delivery
- CBS - Cash before shipment
- CIA - Cash in advance
- CWO - Cash with order
- 1MD - Monthly credit payment of a full month's supply
- 2MD - Monthly credit payment of a full month's supply plus an extra calendar month
- Contra - Payment from the customer offset against the value of supplies purchased from the customer
- Stage payment - Payment of agreed amounts at stage

Zdroj: Payment terms. [online]. [cit. 2018-17-11]. Dostupné z: <https://examples.yourdictionary.com/payment-terms-examples.html>

OTÁZKY



- 1 What are payment terms for?
- 2 What do payment terms usually cover?
- 3 Name and explain the most frequent payment terms.

LEXIS

6.3 Find the suitable expressions for payment terms:

a) payment in advance b) terms and conditions c) an early payment discount d) settle the balance e) cash on delivery f) owe someone money g) 30 days' credit h) a deposit

1. everything is explained in black and white ...
2. we need the payment before we ship the goods
3. you can give the delivery man cash or cheque
4. regular customers can pay one month after we send the invoice
5. but you can deduct 2% from the total if you pay in less than ten days ...
6. because it is a special order we will need 20% now ...

7. you can pay the rest when you come to pick it up ...
8. do you remember I lent you \$10 last month ...

6.4 Complete threats and promises:

1. Unless you ... within three days, we ... legal action. (pay, take)
2. Our CFO ... you a cheque as soon as he ... from Prague. (send, return).
3. I ... our account after the bank ... our loan. (settle, confirm).
4. We ... your order if we ... your deposit within two weeks. (cancel, not receive)
5. I ... you that we ... all bills on time in future. (assure, pay)
6. We ... new orders before you ... all outstanding bills. (not accept, settle)
7. As long as you ... the goods on time, we ... happy to pay you on receipt. (deliver, be)
8. We ... obliged to suspend your account unless we ... payment by 1st. (be, receive)



SAMOSTATNÝ ÚKOL

Enact a short dialogue in pairs, in which you will negotiate about a payment which is overdue.



OTÁZKY

6.4 Test

1. **In business there are essential ... main types of financial reports (or "accounts").**
 - two
 - three
 - four
2. **Financial accounting formally ... of the business.**
 - just deals with the loss
 - records, summarises and reports the transactions

- just deals with the profit
- 3. **Management accounting presents and analyses ... to help management take decisions and monitor performance.**
- management data
- marketing data
- financial data
- 4. **Income statement measures the business' performance over a given period of time, usually ...**
- one year
- two years
- three years
- 5. **Balance sheet is a snapshot of the business' assets and its liabilities on a particular day - usually ... of the financial year.**
- the following day
- the first day
- the last day
- 6. **Cash flow statement is**
- a document that shows the money coming into and going out of a company during a particular period
- a document that shows the money coming into a company during a particular period
- a document that shows the money going out of a company during a particular period
- 7. **Payment terms are the conditions under which a vendor ... a sale.**
- starts
- completes
- continues

8. **PIA refres to...**

- payment in advance
- payment in advancement
- payment in advancing

9. **Letter of credit is...**

- a letter from a person allowing the bank that has it to take a particular amount of money from a person in another country
- a letter from a bank allowing the person who has it to take a particular amount of money from a bank in another country
- a letter from a bank allowing the person who has it to take a particular amount of money from a bank in the same country

10. **Cash on delivery is ...**

- a method of doing business in which a customer will transport goods to a company and take payment for the goods at the time they are given to the company
- a method of doing business in which a company will order goods to a customer and take payment for the goods at the time they are given to the customer
- a method of doing business in which a company will transport goods to a customer and take payment for the goods at the time they are given to the customer



ODPOVĚDI

6.5 Key

LEXIS

6.1 Complete the text with the words below:

- a) cost of goods sold (COGS) b) gross margin c) operating expenses d) profit margin e) turnover

Last year, Danny sold 80,000 cups, which means he had a 1. e) **turnover**... of \$ 280,000 (80,000 @ \$ 3,50). His 2. a) **COGS**... was \$ 80,000, that is, \$ 1 per cup. So his 3. b) **gross margin**... (before fixed costs, tax, etc.) was 71%, or \$2,50 per cup. After deducting fixed costs or 4. c) **operating expenses**... like rent and energy of \$100,000, Danny declared an operating profit of \$100,000. He paid \$25,000 in taxes (25%), which left net income of \$75,000, a healthy 5. d) **profit margin**... of 27%.

6.2 Find the suitable word for the following situations:

a) account b) interest c) invoice d) outstanding balance e) overdue f) settle

1. Hello, Mr Black, I am calling about your **record of what you ordered and what you paid.** a) **account**
2. There is **an amount of money which you haven't paid** of \$500. d) **outstanding balance**
3. We sent you **our detailed list of money** to pay on 1 December. c) **invoice**
4. I am afraid it is very **late** – you were supposed to pay us two months ago. e) **overdue**
5. The contract you signed allows us to charge you **the cost of credit** at 3%. b) **interest**
6. Could you please **send us payment in full** for your bill as soon as possible? f) **settle**

6.3 Find the suitable expressions for payment terms:

a) payment in advance b) terms and conditions c) an early payment discount d) settle the balance e) cash on delivery f) owe someone money g) 30 days' credit h) a deposit

1. everything is explained in black and white ... b) **terms and conditions**
2. we need the payment before we ship the goods ... a) **payment in advance**
3. you can give the delivery man cash or cheque ... e) **cash on delivery**
4. regular customers can pay one month after we send the invoice ... g) **30 days' credit**
5. but you can deduct 2% from the total if you pay in less than ten days ... c) **an early payment discount**
6. because it is a special order we will need 20% now ... h) **a deposit**
7. you can pay the rest when you come to pick it up ... d) **settle the balance**
8. do you remember I lent you \$10 last month ... f) **owe some money**

6.4 Complete threats and promises:

1. Unless you **pay** within three days, we **will take** legal action. (pay, take)

BUSINESS COSTS – PROFIT, LOSS AND PAYMENT

2. Our CFO **will send** you a cheque as soon as he **returns** from Prague. (send, return).
 3. I **will settle** our account after the bank **confirms** our loan. (settle, confirm).
 4. We **will** your order if we **do not receive** your deposit within two weeks. (cancel, not receive)
 5. I **assure** you that we **will pay** all bills on time in future. (assure, pay)
 6. We **will not accept** new orders before you **settle** all outstanding bills. (not accept, settle)
 7. As long as you **deliver** the goods on time, we **will be** happy to pay you on receipt. (deliver, be)
 8. We **will be** obliged to suspend your account unless we **receive** payment by 1st. (be, receive)
-

6.5.1 TEST

1. **In business there are essential ... main types of financial reports (or "accounts").**
 - two
 - three
 - four
2. **Financial accounting formally ... of the business.**
 - just deals with the loss
 - **records, summarises and reports the transactions**
 - just deals with the profit
3. **Management accounting presents and analyses ... to help management take decisions and monitor performance.**
 - management data
 - marketing data
 - **financial data**

4. **Income statement measures the business' performance over a given period of time, usually ...**

- **one year**
- two years
- three years

5. **Balance sheet is a snapshot of the business' assets and its liabilities on a particular day - usually ... of the financial year.**

- the following day
- the first day
- **the last day**

6. **Cash flow statement is**

- **a document that shows the money coming into and going out of a company during a particular period**
- a document that shows the money coming into a company during a particular period
- a document that shows the money going out of a company during a particular period

7. **Payment terms are the conditions under which a vendor ... a sale.**

- starts
- **completes**
- continues

8. **PIA refers to...**

- **payment in advance**
- payment in advancement
- payment in advancing

9. **Letter of credit is...**

- a letter from a person allowing the bank that has it to take a particular amount of money from a person in another country
- **a letter from a bank allowing the person who has it to take a particular amount of money from a bank in another country**
- a letter from a bank allowing the person who has it to take a particular amount of money from a bank in the same country

10. **Cash on delivery is ...**

- a method of doing business in which a customer will transport goods to a company and take payment for the goods at the time they are given to the company
- a method of doing business in which a company will order goods to a customer and take payment for the goods at the time they are given to the customer
- **a method of doing business in which a company will transport goods to a customer and take payment for the goods at the time they are given to the customer**



SHRNUTÍ KAPITOLY

V kapitole **Business costs – Profit and loss and payment** jsme se naučili správně definovat a vysvětlit klíčové termíny v oblasti vykazování finanční výkonnosti společnosti a také jsme se zaměřili na terminologii v oblasti platebních podmínek v obchodě.

7 GLOBAL TRADE

RYCHLÝ NÁHLED KAPITOLY



Kapitola se zaměřuje na to, jak správně pojmenovat, vysvětlit a popsat frančizy a jejich běžné obchodní aktivity. Následně se budeme věnovat procvičování klíčové terminologie z této oblasti včetně nejdůležitější slovní zásobě a frází.

V gramatické části se zaměřujeme na použití předpřítomného času a budeme si jej procvičovat.

CÍLE KAPITOLY



V této kapitole se naučíme:

- Slovní zásobu k tématu frančizy,
- Jak správně porozumět jednotlivým obchodním aktivitám frančiz,
- Zvládnout a správně používat předpřítomný čas.

KLÍČOVÁ SLOVA KAPITOLY



Franchising, franchise, franchisor, franchisee.

7.1 Vocabulary

acquire	získat, nabýt
accounts receivable	účty pohledávek
advertising	reklama
agreement	dohoda
annual	roční
available	dostupný, k dispozici
benefits	výhody
branch	pobočka
brand	značka
business format	struktura, formát obchodu
chain	řetězec

contract	smlouva
costs	náklady
direct costs	přímé náklady
ensure	zajistit
establish	založit, zavést
evaluate	hodnotit
equipment	vybavení
evaluation	hodnocení
fee	honorář, odměna
franchise	licence, franšiza
franchisee	uživatel licence
franchisor	poskytovatel licence, franšizy
indirect costs	nepřímé náklady
inventory	zásoba (zboží na skladě)
logo	logo
mid-price	střední cena
obligations	závazky
offer	nabízet
owner	vlastník
payroll	mzdy a platy
purchase	koupit
ranking	hodnocení
renewable	obnovitelný
royalty	licenční poplatek
run	řídít, vést
startup costs	počáteční náklady
set up	založit
support	podporovat
terminate	ukončit
term	lhůta, termín
trademark	ochranná známka
training	školení

7.2 International franchising. A franchise investment

In the US, there is an annual ranking of America's top franchise companies. Here is a short list of the top three franchises in the USA for the coming year 2013. The first three franchises are Hampton Hotels, Subway and Jiffy Lube Int'l. Inc. The first Hampton Inn opened in Memphis, Tennessee in 1984. Hampton Inn was the first mid-price national hotel chain to begin offering a free continental breakfast and free local phone calls. In 1995, the Hampton brand introduced Hampton Inn & Suites, which consisted of two-room suite hotel rooms with living rooms and kitchen areas. In 1999, Hampton Inn was acquired by Hilton Worldwide, which currently has hotels in 84 countries. Other Hilton Worldwide brands include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. In the

subsequent part we can find some more detailed information on the franchise number in the USA, Hampton Hotels.

Franchise Units

Year	U.S.	Canadian	International	Co.owned
2012	1,803	35	34	35
2011	1,775	34	24	35
2010	1,705	30	18	39
2009	1,595	28	13	31

Startup Costs, Ongoing Fees and Financing

Total Investment:	\$3,695,500-\$13,524,000
Franchise Fee:	\$65,000
Ongoing Royalty Fee:	6%
Term of Franchise Agreement:	22 years, renewable

	In-House	Third Party
Financing Type	no	yes
Franchise Fee	no	yes
Startup Costs	no	yes
Equipment	no	yes
Inventory	no	yes
Accounts Receivable	no	yes
Payroll	no	yes

How This Franchise Supports Franchisees

Training: Available at headquarters: 2 weeks. General manager training : 5 days.

Ongoing Support: Newsletter, Meetings, Toll-free phone line, Grand opening, Internet, Security/safety procedures, Field operations/evaluations, Purchasing cooperatives,

Marketing Support: Co-op advertising, Ad slicks, National media, Regional advertising,

Other marketing support: PR, online tools

Zdroj: Entrepreneur: Hampton Hotels. [online]. 2013 [cit. 2013-01-21]. Dostupné z: <http://www.entrepreneur.com/franchises/hamptonhotels/284276-0.html>



OTÁZKY

- 1 How many franchise units does the company have now and how was it five years ago?
- 2 How much is the franchise fee?
- 3 How does this franchise support franchisees?
- 4 How long is the franchise agreement valid?
- 5 What are the other top franchises in the USA?

LEXIS

7.1 Match the words with the suitable definitions:

1. A ... is simply an agreement between two parties that lays out the obligations and benefits of selling/marketing a good or service, sometimes under an established method.	a) Franchisor
2. ... is the company or individual who allows other companies or individuals to do business using its trademarks, logos, and/or business systems.	b) Franchisee
3. ... is the person who gets the right to use the franchisor's trademarks, logos, and/or business systems and earn money with the business generated.	c) Franchise

7.2 Translate the following phrases into English:

1. podepsat a prodloužit smlouvu na 20 let	
2. založit novou pobočku	
3. vytvořit nova pracovní místa	
4. používat jednotnou značku	
5. platit mateřské firmě honorář	

7.3 Which word is different:

1. sign	ratify	acetify	write
2. earn	make	generate	do
3. allow	let	disallow	permit
4. support	counteract	assist	uphold

7.4 Translate the following into Czech:

<p>1. A franchise is simply an agreement between two parties that lays out the obligations and benefits of selling/marketing a good or service, sometimes under an established method.</p>	
<p>2. Franchisor is the company or individual who allows other companies or individuals to do business using its trademarks, logos, and/or business systems</p>	
<p>3. Franchisee is the person who gets the right to use the franchisor's trademarks, logos, and/or business systems and earn money with the business generated</p>	
<p>4. Product Distribution Franchise is of the two types of franchises, product distribution franchises represent the most percentages of retail sales. In this type of franchise, the franchisee (the person who bought his or her own branch of the franchisor's business) has access to the franchisor's supplies, logos, and trademarks, but is not obligated to run the business under a specific system. Examples of the product distribution franchise include Pepsi, Ford Motor Company, and Exxon.</p>	
<p>5. Business Format Franchise along with the franchisor's product/service and trademarks, the business format franchise supplies the business model, marketing support, and more. For example, McDonald's sells franchises with the same business format which ensures your experience under the Golden Arches is the same whether you're in Miami or Seattle.</p>	

SAMOSTATNÝ ÚKOL



Go online and find some franchises in this country. Work in pairs discuss the findings and present them to the classmates.

7.3 Grammar – Present perfect. Expressions used in scheduling, giving updates and handling questions

Předpřítomný čas označuje události, které se udály časově „před teď/nyní“, nevyjadřuje, kdy se událost stala; při použití přesného času je nutné použít minulý čas prostý. Nejčastěji se pojí s časovými výrazy, jako jsou: for, since, ever, never, just, yet, recently, lately, already apod.

Tvoření:

Kladná věta: Podmět + have (3. os. j. č. has) + přičestí minulé + zbytek věty (I have been to many countries on business).

Zápor: Podmět + haven't (3. os. j. č. hasn't) + přičestí minulé + zbytek věty (She has not visited our company).

Otázka: Have (has) + podmět + přičestí minulé + zbytek věty? (Have they ever gone to the subsidiaries in Austria?)

Použití:

- a) vyjadřuje děj, který začal v minulosti a stále pokračuje,
- b) vyjadřuje děj, který se stal někdy v našem životě, událost se stala v minulosti a je ukončena, ale účinek je stále „cítit“; není důležité, kdy se děj odehrál,
- c) vyjadřuje minulou událost, která má přítomný následek, děj je obvykle v nedávné minulosti.

Nyní následují další příklady k výše uvedeným pravidlům.

Nyní následují další příklady.

PŘÍKLAD 1

He has lived in London for ten years.

PŘÍKLAD 2

The payment has not arrived yet.

PŘÍKLAD 3

Have you ever been to France?

GRAMMAR-EXERCISES

7.5 Use the correct forms of past tenses or present perfect tenses in each situation:

1. Peter (become) a manager of the franchise when he (be) 31.
2. How long (your sales manager, work) in the multinational franchise?
3. I (receive) your sales proposal, I am quite impressed.
4. We (agree) on Monday to resume contract talks.
5. Our team (implement) necessities in our French branch last week.
6. Over the past three months Paula (be involved) in many interesting projects.

7.6 Complete the suitable past participle verb forms with the following irregular verbs:

1. be...
2. leave...
3. have...
4. fly...
5. speak...
6. learn...
7. have to...
8. take...

7.7 Make questions or if necessary use since when / how many / how many times/ how + long + the present perfect:

GLOBAL TRADE

1. She has been the Austrian franchisor for five years...
2. We have had twenty outlets in Europe for over 10 years...
3. Our company has had the agreement with KFC for over 20 years...
4. I have served 25 customer today...
5. This morning we have had over 150 people in the shop...
6. I have visited Germany five times...

7.8 Underline the correct time expression:

1. *Last year / this year* we made a profit of \$2 million.
2. *Last year / this year* we have made a bigger profit – close to \$5 million.
3. *A few months ago / so far this month* we have had 10,000 hits on our website.
4. *A few months ago / so far this year* we only had an average of 8,000 hits per month.
5. I have worked on this project *since it started / in the early stages*, and I am sure it is going to be a success.
6. I worked on that project *since it started / in the early stages*, but I do not work on it now.

7.9. Complete the sentences with the phrases below:

a) ahead of schedule b) behind schedule c) exceeded the budget d) met the deadline e) missed the deadline f) on budget g) on schedule h) under budget

1. The project is going very slowly. It is ...
2. The project is going very quickly. It is ...
3. The project is following the time plan closely. It is ...
4. The project finished late. It ...
5. The project finished on time. It ...
6. The project is following the spending plan closely. It is ...
7. The project is costing less than we thought. It is ...
8. The project is finished and it cost more than planned. We ...

7.10 Match the beginnings and endings of the expressions for handling questions:

1 ... 2 ... 3 ... 4 ... 5 ... 6 ... 7 ... 8 ...

- | | |
|----------------------------|--------------------------------------|
| 1. Actually, we have | a) good question. |
| 2. Can I come to that | b) follow you. |
| 3. I am sorry, I do not | c) earlier, ... (+ more information) |
| 4. I am afraid I cannot go | d) planned ... (+ more information) |
| 5. As I mentioned | e) in a moment? |
| 6. I am glad you asked | f) did not catch that. |
| 7. Sorry, I | g) me that |
| 8. That is a very | h) into detail right now. |

OTÁZKY



7.4 Test

1. Business Format Franchise is a type of franchise that includes not only a ..., but also the complete method to conduct the business itself, such as the marketing plan and operations manuals.

- product, service and trademark
- product, production and producer
- product, assembly and distributor

2. Franchise is a ... that describes the relationship between the Franchisor and Franchisee, including use of trademarks, fees, support and control.

- license
- tool
- equipment

3. Franchise Agreement is the legal ... contract between the Franchisor and Franchisee which tells each party what is required of them.

- written
- described
- inscribed

4. The Franchisor is the person or company that grants the Franchisee the right to ... under their trademark or trade name.

- create business
- make business
- do business

5. Multi-Unit-Franchise is an agreement where the Franchisor grants a Franchisee the rights to open and operate ...

- dozens of units
- more than one unit
- less than one unit

6. Product Distribution Franchise is a franchise where the Franchisee simply ... the Franchisor's products without using the Franchisor's method of conducting business.

- sells
- purchases
- buys

7. Royalty is the ... payment made by the Franchisee to the Franchisor, usually based on a percentage of the Franchisee's gross sales.

- regular
- random
- irregular

8. ... is the Franchisor's identifying marks, brand name and logo that are licensed to the Franchisee.

- Stylemark
- Hallmark
- Trademark

9. A single-unit (direct-unit) franchise is an agreement where the Franchisor grants a Franchisee the rights to open and operate ... franchise unit.

- one
- two
- more than three

10. ... costs are costs associated with setting up a business, such as accountant's fees, legal fees, registration charges, as well as advertising, promotional activities, and employee training.

- Start-up
- Start-off
- Start-down

ODPOVĚDI



7.5 Key

LEXIS

7.1 Match the words with the suitable definitions:

1. A c) is simply an agreement between two parties that lays out the obligations and benefits of selling/marketing a good or service, sometimes under an established method.	c) Franchise
2. a) is the company or individual who allows other companies or individuals to do business using its trademarks, logos, and/or business systems.	a) Franchisor
3. b) is the person who gets the right to use the franchisor's trademarks, logos, and/or business systems and earn money with the business generated.	b) Franchisee

7.2 Translate the following phrases into English:

1. podepsat a prodloužit smlouvu na 20 let	to sign and prolong the contract for 20 years
2. založit novou pobočku	to set up / found / establish a new branch
3. vytvořit nova pracovní místa	to create new jobs
4. používat jednotnou značku	to use uniform brand
5. platit mateřské firmě honorář	to pay royalty to the parent company

7.3 Which word is different:

1. sign	ratify	acetify	write
2. earn	make	generate	do
3. allow	let	disallow	permit
4. support	counteract	assist	uphold

7.4 Translate the following into Czech:

<p>1. A franchise is simply an agreement between two parties that lays out the obligations and benefits of selling/marketing a good or service, sometimes under an established method.</p>	<p>1. Franšíza je jednoduše dohoda mezi dvěma stranami, která ukládá povinnosti a výhody prodeje/marketingu zboží nebo služby stanoveným způsobem.</p>
<p>2. Franchisor is the company or individual who allows other companies or individuals to do business using its trademarks, logos, and/or business systems</p>	<p>2. Frančízor je společnost nebo jednotlivec, která/ý umožňuje jiným společnostem nebo fyzickým osobám podnikat a požívat ochrannou známku, loga nebo obchodní systémy.</p>
<p>3. Franchisee is the person who gets the right to use the franchisor's trademarks, logos, and/or business systems and earn money with the business generated</p>	<p>3. Provozovatel / uživatel licence je osobou, která získává práva k používání ochranné známky franšízy, loga, obchodních systémů a vydělávat peníze na základě vytvořeného obchodu.</p>
<p>4. Product Distribution Franchise is of the two types of franchises, product distribution franchises represent the most percentages of retail sales. In this type of franchise, the franchisee (the person who bought his or her own branch of the franchisor's business) has access to the franchisor's supplies, logos, and trademarks, but is not obligated to run the business under a specific system. Examples of the product distribution franchise include Pepsi, Ford Motor Company, and Exxon.</p>	<p>4. Produktová distribuční franšíza je jednou ze dvou typů franšiz a nejvíce je zastoupena maloobchodními prodeji. U tohoto typu franšízy provozovatel / uživatel licence (osoba, která koupila svou vlastní pobočku franšízy) má přístup k dodávkám, logům a ochranným známkám frančízora, ale není povinna provozovat svou firmu podle nějakého konkrétního systému. Příkladem tohoto typu franšízy jsou formy jako Pepsi, Ford Motor a Exxon.</p>
<p>5. Business Format Franchise along with the franchisor's product/service and trademarks, the business format franchise supplies the business model, marketing support, and more. For example, McDonald's sells franchises with the same business format which ensures your experience under the Golden Arches is the same whether you're in Miami or Seattle.</p>	<p>5. Franšíza se stejným obchodním formátem spolu s výrobkem/službou, ochrannou známkou frančízora je podporována obchodním modelem, marketingově apod. Na příklad McDonald's prodává franšízy se stejným obchodním formátem a zajišťuje tak stejný zážitek restaurace „pod zlatými oblouky“, ať jste v Miami nebo Seattlu.</p>

GRAMMAR-EXERCISES

7.5 Use the correct forms of past tenses or present perfect tenses in each situation:

1. Peter **became** a manager of the franchise when he **was** 31.
2. How long **has worked** in the multinational franchise?
3. I **have received** your sales proposal, I am quite impressed.
4. We **agreed** on Monday to resume contract talks.
5. Our team **implemented** necessities in our French branch last week.
6. Over the past three months Paula **has been involved** in many interesting projects.

7.6 Complete the suitable past participle verb forms with the following irregular verbs:

1. **been**
2. **left**
3. **had**
4. **flown**
5. **spoken**
6. **learnt**
7. **had to**
8. **taken**

7.7 Make questions or if necessary use since when / how many / how many times/ how + long + the present perfect:

1. She has been the Austrian franchisor for five years... **How long has she been...?**
2. We have had twenty outlets in Europe for over 10 years... **How long have you had...?**
3. Our company has had the agreement with KFC for over 20 years... **How long have you had...?**
4. I have served 25 customer today... **How many customers have you served today?**

5. This morning we have had over 150 people in the shop... **How many people have you had this morning?**

6. I have visited Germany five times... **How many times have you visited Germany?**

7.8 Underline the correct time expression:

1. Last year / *this year* we made a profit of \$2 million.

2. *Last year* / this year we have made a bigger profit – close to \$5 million.

3. *A few months ago* / so far this month we have had 10,000 hits on our website.

4. *A few months ago* / *so far this year* we only had an average of 8,000 hits per month.

5. I have worked on this project since it started / *in the early stages*, and I am sure it is going to be a success.

6. I worked on that project *since it started* / in the early stages, but I do not work on it now.

7.9. Complete the sentences with the phrases below:

a) ahead of schedule b) behind schedule c) exceeded the budget d) met the deadline e) missed the deadline f) on budget g) on schedule h) under budget

1. The project is going very slowly. It is ... **b) behind schedule**

2. The project is going very quickly. It is ... **a) ahead of schedule**

3. The project is following the time plan closely. It is ... **g) on schedule**

4. The project finished late. It ... **e) missed the deadline**

5. The project finished on time. It ... **d) met the deadline**

6. The project is following the spending plan closely. It is ... **f) on budget**

7. The project is costing less than we thought. It is ... **h) under budget**

8. The project is finished and it cost more than planned. We ... **c) exceeded the budget**

7.10 Match the beginnings and endings of the expressions for handling questions:

1 d) 2 e) 3 b) 4 h) 5 c) 6 g) 7 f) 8 a)

1. Actually, we have a) good question.

2. Can I come to that b) follow you.

- | | |
|----------------------------|--------------------------------------|
| 3. I am sorry, I do not | c) earlier, ... (+ more information) |
| 4. I am afraid I cannot go | d) planned ... (+ more information) |
| 5. As I mentioned | e) in a moment? |
| 6. I am glad you asked | f) did not catch that. |
| 7. Sorry, I | g) me that |
| 8. That is a very | h) into detail right now. |

7.5.1 TEST

1. Business Format Franchise is a type of franchise that includes not only a ..., but also the complete method to conduct the business itself, such as the marketing plan and operations manuals.

- **product, service and trademark**
- product, production and producer
- product, assembly and distributor

2. Franchise is a ... that describes the relationship between the Franchisor and Franchisee, including use of trademarks, fees, support and control.

- **license**
- tool
- equipment

3. Franchise Agreement is the legal ... contract between the Franchisor and Franchisee which tells each party what is required of them.

- **written**
- described
- inscribed

4. The Franchisor is the person or company that grants the Franchisee the right to ... under their trademark or trade name.

- create business
- make business
- **do business**

5. Multi-Unit-Franchise is an agreement where the Franchisor grants a Franchisee the rights to open and operate ...

GLOBAL TRADE

- dozens of units
- **more than one unit**
- less than one unit

6. Product Distribution Franchise is a franchise where the Franchisee simply ... the Franchisor's products without using the Franchisor's method of conducting business.

- sells
- purchases
- buys

7. Royalty is the ... payment made by the Franchisee to the Franchisor, usually based on a percentage of the Franchisee's gross sales.

- **regular**
- random
- irregular

8. ... is the Franchisor's identifying marks, brand name and logo that are licensed to the Franchisee.

- Stylemark
- Hallmark
- **Trademark**

9. A single-unit (direct-unit) franchise is an agreement where the Franchisor grants a Franchisee the rights to open and operate ... franchise unit.

- **one**
- two
- more than three

10. ... costs are costs associated with setting up a business, such as accountant's fees, legal fees, registration charges, as well as advertising, promotional activities, and employee training.

- **Start-up**
- Start-off
- Start-down

SHRnutí KAPITOLY



V kapitole **Global trade** jsme se naučili, jak správně pojmenovat jednotlivé typy frančíz, čím se konkrétně zabývají a uvedli jsme si nejdůležitější jazykové i komunikační prvky spojené s globálním obchodem a také klíčové názvosloví společně s použitím předpřítomného času.

DICTIONARY

Unit 1

advertising	reklama
approach	přístup
arise	vznikat
come into contact	vstupovat do kontaktu
common	společný
commission	provize
customer	zákazník
demand	poptávka
detached	oddělený, izolovaný
driven	nadšený, motivovaný
goal	cíl
market	trh
market research	průzkum trhu
measure	změřit, spočítat
objective	cíl
price	cena
promotion	podpora prodeje
purchase	kupovat
pursue	sledovat
revenue	příjem, tržby
target	cíl
tension	napětí

Unit 2

above the line promotion	nadlinková reklamní kampaň
acquire	získat, nabýt
advertising	reklama
advertising campaign	reklamní kampaň
common ground	společný zájem
consider	zvažovat, přemýšlet o něčem
consumer	spotřebitel
dismiss	zavrhnout, odmítnout
divert	převést, přesměrovat
doubt	pochybnost
encourage	podpořit, povzbudit
entice	přilákat, nalákat
indispensable	nezbytný, nepostardatelný
measure	měřit
medium	masový sdělovací prostředek
message	poselství, vzkaz
mission statement	prohlášení o firemním poslání
mission vision	prohlášení o firemní představě

objection	námítka
persuasive	přesvědčivý
product life cycle	životní cyklus produktu
objective	cíl
reach	oslovit, dostat se
salesperson	prodejce
skills	dovednosti
substantial	značný
swap	nahradit, vyměnit

Unit 3

acknowledged	uznávaný
act in the name of a company	jednat jménem společnosti
acomplish	uspět
authenticity of signatures	pravost podpisů
all property	celý majetek
amount of the registered capital	výše základního jmění
be liable up to the amount	ručit do výše
bear liability for the obligations	ručit za závazky
board of directors	představenstvo
brand	značka
breach of obligations	porušení závazků
CEO	výkoný předseda společnosti
common commercial name	společné obchodní jméno
commercial name	obchodní jméno
commercial register	obchodní rejstřík
conquer	dobýt, získats
entrepreneur	podnikatel/ka
competition	konkurence
entrepreneur	podnikatel/ka
establish	založit
executive	jednatel
founder	zakladatel
general commercial partnership	veřejná obchodní společnost
identity of members	určení společníků
influence	ovlivnit
invent	vynález
joint stock company	akciová společnost
limited liability company	společnost s ručením omezeným
limited partnership	komanditní společnost
member	společník
memorandum of association	společenská smlouva
monetary / non-monetary contribution	peněžitý / nepeněžitá vklad
notarial deed	notářský zápis
number of shares of a specific nominal value	počet akcií o určité jmenovité hodnotě
panache	elegance, šmrnc

paying up	splacení
persuade	přesvědčit
prowess	zručnost, obratnost
registered capital is divided	základní kapitál je rozvržen
retailer	maloobchodník
sign	podepsat
signature	podpis
stipulate	stanovit
stock	akcie
supervisory board	dozorčí rada

Unit 4

absent	nepřítomný
abstain from (voting)	zdržet se (hlasování)
accomplish	dosáhnout
acquisition	koupeň, nákup
address	oslovit
adjourn	odložit, přerušit
agenda	program, pořad jednání
AGM (annual general meeting)	valná hromada
allocate	rozdělit, přidělit
AOB (any other business)	různé
apologies	omluva
ballot	hlasovat
board of directors	představenstvo
boardroom	zasedací síň správní rady
brainstorm	hledat nové nápady
buyout	skoupení, vyplacení
casting vote	rozhodující hlas
chairperson/chair	předseda
clarify	objasnit, vyjasnit
clarification	objasnění, vyjasnění
closing remarks	poznámky na závěr
collaborate	spolupracovat
commence	začít
comment	vyjádřit se
conference	porada, jednání
conference hall	zasedací síň
confidential	důvěrný
consensus	shoda, souhlas
deadline	končný termín
designate	jmenovat, vybrat, určit
formality	formalita
franchise	franšíza
grievance	stížnost
guest speaker	hostující mluvčí
implement	zavést, provést

joint venture	podnik se společnou majetkovou účastí
limited partnership	komanditní společnost
ltd. (limited liability)	s.r.o.
mandatory	povinný
minutes	zápis, oficiální zpráva
motion	předložit návrh
objectives	cíle
opening remarks	poznámky na začátku
participant	účastník
partnership	společnost, sdružení
plc. (public limited company)	veřejná / obchodní akciová společnost
private limited company	s.r.o.
proxy vote	hlas v zastoupení
punctual	dochvilný
recommend	doporučit
show of hands	hlasování zdvižením ruky
sole trader	živnostník
takeover	převzetí (firmy)
trading partnership	obchodní společnost
unanimous	jednohlasný
vote	hlas

Unit 5

alternatives	alternativy
amplify	rozvést
arbitration	rozhodčí řízení
bargain	vyjednávat
bottom-line	spodní hranice
collective	společný
compensate	nahradit, vykompenzovat
comply	vyhovět, splnit
comprise	zahrnovat, obsahovat, tvořit
concession	ústupek
conflict resolution	řešení konfliktu
confront	čelit, postavit se
consensus	shoda, souhlas
cooperation	spolupráce
counter proposal	protinabídka
counterattack	protiútok
counterpart	protějšek
demands	požadavky
deadlock	mrtvý bod
dispute	spor, hádka, pře
be entitled to	mít právo na
flexible	pružný, přizpůsobivý
haggling	smlouvání, dohadování, handrkování se
hostility	nesouhlas, odpor

high -ball	učinit vysoký požadavek
impulse	podnět, stimul
indecisive	váhavý, nerozhodný
leverage	působení, vliv
log - rolling	vzájemné vychvalování
low -ball	učinit nízký požadavek
mislead	uvést v omyl, oklamat
mutual	vzájemný
objective	cíl
point of view	pohled
pressure	tlak
proposal	návrh
receptive	ochotný, přístupný
resentment	zlost, vztek
resistance	odpor
resolve	řešit
tactics	taktika
tension	napětí, pnutí
trade- off	výměnný obchod
ultimatum	ultimátum
unrealistic	nerealistický
victory	vítězství
yield	ustoupit

Unit 6

account	účet
assure	ujistit
balance sheet	výkaz zisku a ztrát
bankrupt	insolventní
cancel	zrušit
cash on delivery	dobírka
cash flow statement	výkaz peněžních toků
confirm	potvrdit
freeze	zmrazit
gross margin	hrubá marže
income statement	výkaz příjmů
incur	způsobit, přivodit
interest	úrok
invoice	faktura
measure	měřit
operating expenses	provozní výdaje
outstanding balance	zbývajícím dluh
overdue	zpožděný
owe	dlužit
payment terms	platební podmínky
profit margin	ziskové rozpětí
reminder	upomínka

settle	zaplatit, urovnat
suspend	odložit, přerušit
threat	vyhrůžka
turnover	obrat
vendor	prodejce
wholeseller	velkoobchodník

Unit 7

acquire	získat, nabýt
accounts receivable	účty pohledávek
advertising	reklama
agreement	dohoda
annual	roční
available	dostupný, k dispozici
benefits	výhody
branch	pobočka
brand	značka
business format	struktura, formát obchodu
chain	řetězec
contract	smlouva
costs	náklady
direct costs	přímé náklady
ensure	zajistit
establish	založit, zavést
evaluate	hodnotit
equipment	vybavení
evaluation	hodnocení
fee	honorář, odměna
franchise	licence, franšiza
franchisee	uživatel licence
franchisor	poskytovatel licence, franšizy
indirect costs	nepřímé náklady
inventory	zásoba (zboží na skladě)
logo	logo
mid-price	střední cena
obligations	závazky
offer	nabízet
owner	vlastník
payroll	mzdy a platy
purchase	koupit
ranking	hodnocení
renewable	obnovitelný
royalty	licenční poplatek
run	řídit, vést
startup costs	počáteční náklady
set up	založit
support	podporovat

Dictionary

terminate	ukončit
term	lhůta, termín
trademark	ochranná známka
training	školení






















LITERATURA

- [1] ALLISON, J. and P. EMMERSON, 2014. *The Business Pre-Intermediate, Student's book*. London: Macmillan. ISBN 978-0-230-43780-7.
- [2] ASPINALL, T. and G. BETHEL, 2007. *Test your business vocabulary in use*. Cambridge: CUP. ISBN 987-0-521-53254-9.
- [3] DYNDA, A. a E. DYNDOVÁ, 2004. *Česko-anglický obchodní poradce*. Praha: Pragoeduca. ISBN 80-7310-017-7.
- [4] CHYLKOVÁ, M., 2015. *English Grammar Workbook (Professional English 1-3)*. Karviná: SU OPF. ISBN 978-80-7510-171-6.
- [5] KARPETA, J., 2013. *Business English 2*. Karviná: SU OPF. ISBN 978-80-7248-962-6.
- [6] MURPHY, R., 2006. *English Grammar in Use. 3rd Edition*. Cambridge: CUP. ISBN 0521537622.
- [7] TURNBULL, J., 2015. *Oxford Advanced Learner's Dictionary*. 9th Edition. Oxford: OUP. ISBN 978-0-19-479879-2.

SHRNUTÍ STUDIJNÍ OPORY

Touto kapitolou končí opora **Cizojazyčná příprava AJ 2**, která vás jazykově připravila pro odbornou komunikaci v oblastech: **Marketing and Selling – Advertising, Entrepreneurs – Business Organisation and People, – Cutting Costs – Profit, Loss and Payment**. Pro tyto účely byla navržena nejrůznější cvičení a testy, včetně závěrečného testu, který shrnuje to nejpodstatnější z dané kapitoly. Výstupem studia v opoře **Cizojazyčná příprava AJ 2** bylo získání fundovaných jazykových dovedností nezbytných pro vedení odborné diskuse v angličtině pro ekonomy a také prohloubení si odborných znalostí z oblasti marketingu a prodeje, reklamy, podnikatelů, organizace firmy, snižování nákladů, zisku, ztráty a plateb. Uvedenou slovní zásobu je možné použít v jakémkoli firemním či obchodním prostředí. Dále je možné v rámci prohlubování jazykových znalostí využít řadu lexikálních a gramatických cvičení, která jsou opatřena klíčem. A v neposlední řadě jsou v textu uvedeny webové odkazy, které slouží k dalšímu jazykovému vzdělávání. Všem studentům přejeme hodně úspěchů a chuti se dále jazykově rozvíjet.

PŘEHLED DOSTUPNÝCH IKON

	Čas potřebný ke studiu		Cíle kapitoly
	Klíčová slova		Nezapomeňte na odpočinek
	Průvodce studiem		Průvodce textem
	Rychlý náhled		Shrnutí
	Tutoriály		Definice
	K zapamatování		Případová studie
	Řešená úloha		Věta
	Kontrolní otázka		Korespondenční úkol
	Odpovědi		Otázky
	Samostatný úkol		Další zdroje
	Pro zájemce		Úkol k zamyšlení

Název: **Cizojazyčná příprava AJ 2**

Autor: **Mgr. Martina Chylková, PhDr. Janusz Karpeta**

Vydavatel: Slezská univerzita v Opavě
Obchodně podnikatelská fakulta v Karviné

Určeno: studentům SU OPF Karviná

Počet stran: 133

Tato publikace neprošla jazykovou úpravou.