

이번 호부터 새롭게 연재되는 <Business English>. 그 첫번째는 회사소개에 관한 내용입니다. 회사소개는 비즈니스상에서 제안 또는 발표시 필수적으로 다루지는 부분이므로 관련 내용과 표현을 잘 익혀두셨다가 활용하시기 바랍니다.

## What should you include in the company profile?

회 사 소 개 시 이 것 만 은 꼭 체 크 해 보 세 요 !



### 1. History

[Example] Ford Motor Company began in the early twentieth century with one man developing products to meet the needs of people facing industrialization.

### 2. Location

[Example] Allen and Overy is an international law firm with its headquarters in London and 23 branches in major centers around the world.

### 3. Business

[Example] Airbus is a leading aircraft manufacturer with the most modern and comprehensive family of airliners on the market, ranging in capacity from 100 to more than 500 seats.

### 4. Size

[Example] McDonald's...is the world's leading food service retailer with more than 30,000 restaurants in 119 countries serving 47 million customers each day.

### 5. Philosophy

[Example] The name "Hitachi" literally means "sunrise", reflecting the founding philosophy of contributing to people and society through technology.

## Presentation

### Example

Our company was started for a specific purpose. My motivation was purely technical; I wanted to create useful, important software products. It was not a financial goal. And as I've gone through the years, I have discovered that that's a good and valuable way to orient a company - towards what you're trying to do, rather than the financial side of things.

Jack Little, CEO of The MathWorks, Inc.,  
(<http://www.ceoexchange.com/mathworks1.htm>)

## Dialogue

### Conversation 1

Mr. Nugent : Mr. Kim, What's your company's main line of business?

Mr. Kim : We sell primarily automotive parts.

Mr. Nugent : Well, then, you're just the man we want to see.

Mr. Kim : Right, and you've come to the right place. Nobody beat us when it comes to this item.

Mr. Nugent : Well, let's see. Maybe we can strike up a deal.

Mr. Kim : Good. I'll show you around the factory.

### Conversation 2

Mr. Nugent : I understand, you're one of the largest manufacturers of optical goods in this country. Could I ask a bit more about sales figures?

Mr. Kim : Sure. Go right ahead.

Mr. Nugent : What's your market share?

Mr. Kim : If I'm not mistaken, it was over eight-five percent last year.