

# Company history

Lesson code: 115F-P6C8-98PA

ELEMENTARY

 American English

## 1 Key words

Match the terms on the left with the definitions on the right:

- |              |   |
|--------------|---|
| 1. import    | a. a location of a business, but not the head office              |
| 2. a branch  | b. the amount of a product that people want to buy                |
| 3. increase  | c. to become bigger   |
| 4. expand    | d. to bring products from another country to sell in your country |
| 5. go public | e. to go up   |
| 6. demand    | f. to offer shares on the stock market for the first time         |

## 2 Starbucks

Listen to the history of Starbucks and answer the questions below.



- Where did Starbucks open its first branch? \_\_\_\_\_
- When did Starbucks open its first branch? \_\_\_\_\_
- When did Howard Schultz join the company? \_\_\_\_\_
- Which city did he visit? \_\_\_\_\_
- When did Starbucks go public? \_\_\_\_\_
- How many branches did Starbucks have in 1992? \_\_\_\_\_
- Where did Starbucks establish its first cafe outside North America? \_\_\_\_\_
- How many branches did Starbucks have in 2012? \_\_\_\_\_
- How many countries did Starbucks operate in? \_\_\_\_\_



### 3 Past simple

Put the verbs in brackets in the past simple. They are all regular.

Starbucks opened (*open*) its first branch in Seattle in 1971. But you couldn't drink coffee there. It \_\_\_\_\_<sup>2</sup> (*import*) and sold coffee beans to restaurants and cafes. In 1982, Howard Schultz \_\_\_\_\_<sup>3</sup> (*join*) the company as the Director of Marketing. He \_\_\_\_\_<sup>4</sup> (*visit*) Milan on a business trip. He was very impressed with the Italian espresso bars and coffee culture, so he \_\_\_\_\_<sup>5</sup> (*decide*) to copy the idea in Seattle. Coffee bars quickly became popular in Seattle.

In the early 1990s, the demand for coffee \_\_\_\_\_<sup>6</sup> (*increase*) and Starbucks \_\_\_\_\_<sup>7</sup> (*expand*) in North America. In 1992, the company went public. It had 165 branches. In 1997, Starbucks \_\_\_\_\_<sup>8</sup> (*establish*) its first cafe outside North America, in Tokyo, Japan. In September 2012, the company \_\_\_\_\_<sup>9</sup> (*operate*) 9405 branches in 60 countries all over the world.

Now write the correct irregular past simple forms of these verbs:

1. can - \_\_\_\_\_
2. sell - \_\_\_\_\_
3. become - \_\_\_\_\_
4. go - \_\_\_\_\_
5. have - \_\_\_\_\_

### 4 The history of Apple Inc.

Work in pairs. Student A, look at the text and complete the questions about the missing information. Student B, look at page 3 and complete the questions. Ask your partner the questions and complete your text.

#### Student A

Steve Jobs and Steve Wozniak established Apple in \_\_\_\_\_ (1). They built their first personal computer and sold it for \$666. In 1977, they introduced the \_\_\_\_\_ (2). The Apple II had color graphics and a disk drive. In the 1980s, Apple made more computers, including the Macintosh in \_\_\_\_\_ (3). In 1985, Steve Jobs left Apple and started his own company. In 1986-1993, Apple produced \_\_\_\_\_ (4), including a digital camera and CD player. In 1996, Steve Jobs returned and he became CEO in 2000. Apple introduced the iMac in 1998, the iPod in \_\_\_\_\_ (5) and the iPhone in 2007. Today, Apple operates 394 stores and employs \_\_\_\_\_ (6) people all over the world.

1. When did Steve Jobs and Steve Wozniak establish Apple? (Steve Jobs and Steve Wozniak/establish)
2. What ..... in 1977? (they/introduce)
3. When ..... the Macintosh (Apple/make)
4. What ..... in 1986-1993? (Apple/produce)
5. When ..... the iPod? (Apple/introduce)
6. How many people ..... today? (Apple/employ)



**Student B**

Steve Jobs and Steve Wozniak established Apple in 1976. They built their first personal computer and sold it for \_\_\_\_\_ (1). In 1977, they introduced the Apple II. The Apple II had \_\_\_\_\_ (2). In the 1980s, Apple made more computers, including the Macintosh in 1984. In 1985, Steve Jobs left Apple and started \_\_\_\_\_ (3). In 1986-1993, Apple produced some unsuccessful products, including a digital camera and CD player. In 1996, Steve Jobs returned and he became CEO in \_\_\_\_\_ (4). Apple introduced the iMac in 1998, the iPod in 2001 and the iPhone in \_\_\_\_\_ (5). Today, Apple operates \_\_\_\_\_ (6) stores and employs more than 70,000 people all over the world.

1. How much did Steve Jobs and Steve Wozniak sell their first computer for? (Steve Jobs and Steve Wozniak/sell)
2. What .....? (the Apple II/have)
3. What ..... in 1985? (Steve Jobs/start)
4. When ..... CEO? (Steve Jobs/become)
5. When ..... the iPhone? (Apple/introduce)
6. How many stores ..... today? (Apple/operate)

**5 Your company**

**Talk about the history of your company.**

