

3 Vocabulary

a Explain the expressions and suggest German equivalents.

1. 'pile 'em high and sell 'em cheap' (l. 52)
2. in a bold move (l. 101)
3. rock bottom prices (l. 60)
4. Jack's vision had come full circle (l. 112)
5. the concept never took off (l. 113)

b Complete the grid with expressions from the text. Numbers 3, 4, 6, 7 and 8 are the same word.

COMPANIES AS LEGAL ENTITIES	
Legal structure	Features
Sole _____ (1) (UK) Sole proprietorship (US)	<ul style="list-style-type: none"> • Easy to set up • The business is owned by one self-employed person. • The owner is personally liable for any debts.
Partnership	<ul style="list-style-type: none"> • Run by two or more self-employed people, who share the _____ (2) as well as the costs, risks and responsibilities. • Each partner is personally liable for any debts.
Limited _____ (3) partnership	<ul style="list-style-type: none"> • Similar to a general partnership, except that the _____ (4) is limited to the amount of money the partners have _____ (5) in the business. The company name is followed by LP (UK). • At least one partner must have unlimited _____ (6) (the 'general partner').
Limited _____ (7) company	<ul style="list-style-type: none"> • The company's finances are separate from the personal finances of their owners, who have limited _____ (8). • The people who run the business can be different from the owners (i.e. the _____ (9)). • There are several official procedures to follow, e.g. publishing accounts. Two types:
Also known as: Joint-stock company (UK) Stock corporation (US)	<ol style="list-style-type: none"> 1. _____ (10) limited company, which cannot offer its shares for sale to the public. The company name is followed by _____ (11) (UK). 2. _____ (12) limited company, whose shares are offered to the public and _____ (13) on the _____ (14) exchange. The company name is followed by _____ (15) (UK) or Inc / Corp (US). When a company goes public, this is known as a flotation or an Initial Public Offering (IPO).
_____ (16) company / corporation	<ul style="list-style-type: none"> • It has _____ (17) in several countries that are owned and controlled by a parent or holding company that owns a majority of the shares. It may also have affiliates, where the parent owns only a minority of the shares.
Cooperative	<ul style="list-style-type: none"> • Owned and run by the people involved, who work together and share the profits.

4 Discussion

a Which are the most successful supermarkets in your country? What factors lie behind their success?

b Not everyone loves superstores. Discuss why people might oppose their growth, giving your own view.

c Explain the origin of the name Tesco. Give examples of how other firms (e.g. Aldi, Migros) got their name.

d List the company forms for your country. Which would you recommend for the following businesses?

1. lawyers practice
2. car hire business
3. publishing company
4. clothing retailer
5. language school
6. app developer

Tip | Translating legal terms?

Do not translate terms that belong to a particular legal system. Use the original term, and then explain it or say what it is equivalent to.

5 Research

Find out about Tesco's current market position and write a final paragraph for the article.