

Lesson 81: Self-Introduction 4 (Introducing Your Company at a Business Meeting/Presentation)

By Xandra

1. Dialogue

First, repeat after your tutor. Then, practice each role.

Mr. Yamada is the marketing officer of a fashion brand called Button Up. He is looking for a company who can sell Button Up's products. Now, he is talking to the company president of a big department store.

Mr. Yamada: I appreciate you taking the time to meet with me today.

Mr. Jones: I'm pleased to be here. (Smiles) I've seen your catalogue. However, I'm not familiar with your company.

Mr. Yamada: Button Up is quite new in the industry, but it's already caught the attention of famous designers in Europe.

Mr. Jones: I see.

Mr. Yamada: Our designer, Brooke White, has come up some with very contemporary designs. She's attracted celebrities such as Taylor Swift and Emma Watson.

Mr. Jones: Is that so?

Mr. Yamada: In 2014, Button Up's sales reached 5 million dollars, and that figure only **accounts for** the clothing. We also sell perfume, shoes and bags and market share is expanding rapidly for those items too.

Mr. Jones: That's very impressive.

Mr. Yamada: The company is seeking to expand into the Asian market. We're looking for a good business associate there who can carry our Button Up brand.

Mr. Jones: It sounds promising and I'm very interested. I'll make a proposal for a partnership.

2. Today's Phrase

First, repeat after your tutor. Then, make a few sentences using Today's phrase.

1. China **accounts for** 20% of the world's population.
2. Bad weather **accounted for** the cancellation of all flights out of London.
3. His reckless driving **accounted for** the accident.

* **account for** ~ / ①(ある割合)を占める ②~(の理由・原因)を説明する、~の原因となる

3. Your Task

You are a sales manager at Go Go Kitchen, an American company that makes kitchen equipment. The company was established in 1995. The company's popular products include an ice cream machine, a sushi maker, and a cake decorator. Last year, Go Go Kitchen's sales reached 10 million dollars. You are introducing the company to a famous restaurant owner, Chef Morimoto (=your tutor). In your most professional way, thank him for meeting with you, and give him information about Go Go Kitchen's history and products.

4. Let's Talk

What important information is written on your business card?
Is it good to mention annual sales figures when introducing your company in a business meeting? Why do you say so? What kind of information do you think should be written on company websites?



5. Today's photo

Describe the photo in your words as precisely as possible.

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