

**Kazakh Abylai khan University of International Relations
and Foreign languages**

Project work

done by: foreign philology

Erdalieva Moldir

Khasenova Mereke

Serikova Akniet 311gr

checked by : **Chegre nec Anna Aleksandrovna**

TASK 1

- ❖ **company: “GOLDEN CENTURY” (GC)**
- ❖ **based on: 2015, SEPTEMBER 12**
- ❖ **produces: STICKS**
- ❖ **president: JOHN CLANCY**

John Clancy
President
“GOLDEN
CENTURY”

Dear Mr . Clancy

We have been in this business for quite some time now yet we have always managed to stay on top of our competitors.

Now I would like to launch a new stick-on clothing labels with name. I am happy to introduce to you new sticks that we shall be officially launching at the start of next month . These sticks:

- will not erase while washing
- are hypoallergenic
- are safe
- you will quickly find your things because of the labels

It will cost you approximately **100.000\$** for 4 months. In 1 month we will produce **15.000** sticks. One stick will cost **1\$**.

I hope that our new product will attract a great positive feedback from the customers and many of our clients will be fully satisfied with it.

This would not have been possible, if not with your support to our business. I hope that I will get the same support from you.

Respectfully,
Stacy Weber



TASK 2

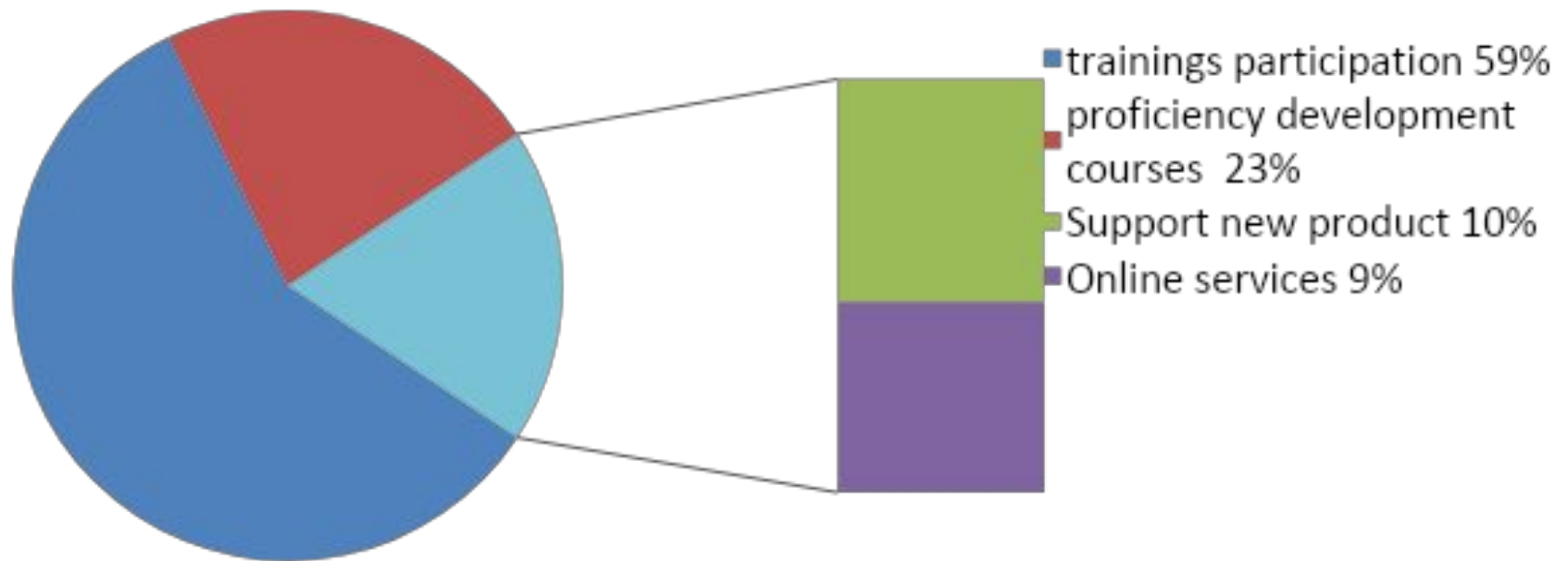
An anonymous survey

Most important points influencing the company's professional activity

QUESTIONS :

- Write steps necessary for the improvement of professional activities of company
- Which of these variants have the most effective influence to raise professional qualities of staff**
 - a) conferences
 - b) trainings participation**
 - c) seminars
- What do you think how we may develop our company in order to be competitive?**
- Do you have any plans for the development of the products?
- In your company pass any annual accreditation in order to test the ability and skills of workers
- What do you think about online sale? Is it possible?**
- Can we have more income from our new product ?** (personalized stickers)

Results of the survey



Subject Heading: - Corrected Report on "an anonymous survey "

Dear Elena Gilbert,

Yesterday my team finished to take anonymous survey from our staff in order to know their point of view about professional activity of company.

Most of them choose **trainings participation as the best variant to be competitive. Because they think we need to create a learning culture and** the training needs to be incorporated into the employees performance management plan. By involving the employees in the training sessions, they will take more interest. By developing, writing and running a small training session, the employee gains skills in presentation, communication, self confidence and respect from his peers and juniors.

Warm regards,

Senior manager Of Golden Century

Robert Hudson

Program for professional development

Schedule for the departments of the company

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Human Resources Department			16pm-18pm			
Marketing	9 am-11am					
Research and Development		13 pm-15pm				
Sales					9am-11am	
Customer Service				15pm – 17pm		
Production Department						8 am-10am

Stages of development

- **Forming:**



- **Storming:**

- **Norming:**



- **Performing:**

- **Transforming:**

-



- **Ending:**



Company «B2B marketing» holds for the customers business training in the following areas:

- - Business sales training;
- - Business training management;
- - Business training team building and personnel management;
- - Business training in marketing and advertising;
- - Business training for logistics and foreign trade;
- - Business training for finance.

Aims and objectives of business training

- Each training involves individual and collective development of the quality of professional skills.
- Under them to sharpen the basic concept of training on the stage of the formation of a specific organization and for the individual employees.
- This formation occurs by means of a preliminary cooperation business coach and future participants in business training.
- Together with them to identify specific tasks that need to be addressed during the training

TASK 3



KAZAKHSTAN BUSINESS REGISTRATION CERTIFICATE

Taxpayer Name:

US GOLDEN CENTURY LLC

Trade Name:

"GOLDEN CENTURY"

Address:

**678170, Kazakhstan Almaty 322
Abay Avenue Office 17**

Certificate Number:

1913928

Effective Date:

September 12, 2015

Date of Issuance:

September 12, 2015

For Office Use Only:

20141118114624939



A handwritten signature in black ink, appearing to read 'James'.

Staff recruitment and training

- **Recruited staffs:**

- Serikova Akniet
- Kasenova Mereke
- Erdalieva Moldir
- Zhunusova Dana
- Alibaeva Madonna
- Erdaulet Daniyar
- Mukanov Doszhan
- Nurpiisova Jeanne
 - Aliyev Zhanasyl
- Shohanov Nursyltan
- Narkeshbaeva Raihan
 - Asatova Marjane
 - Elesbekov Olzhas
 - Tibeeva Julia

The content of work on staff training

- Determine the professional qualities and characteristics of employees, which are necessary for their successful work;
- Determine the need for training of personnel, its subject and form in accordance with the existing plans of the company;
- conduct development of an integrated system tailored training events (workshops, seminars, business games) including control of mastering the material studied;
- prepare methodical handouts for training activities.

THE AGREEMENT ON THE INTRODUCTION AMOUNT OF THE SHARE

24. 02.2016

In the future the company Golden century , as producer and the company Max Mara, as investor, had concluded the present agreement as follows:

I. Subject of the contract

1.1. Golden Century is making a pie for Max Mara Forte Bank, in the amount of 5000000 dollar

II. The terms of the contract

2.1. Max Mara is obliged within 3 years to 24 .02.2019 to repay the debts.

2.2 of this agreement, the payment of Golden century of accrued interest at the rate of 30 % per annum.

2.3 Golden century makes the sum of the share on the Bank account N 99964244 at Forte Bank to 01. 03. 2017

2.4. Max Mara remains a shareholder of the Bank with all the rights and responsibilities relevant to the Bank's Charter.

III. Responsibilities of the parties

3.1. Golden century and Max Mara are committed to strictly comply with the terms of this Agreement for which we take full responsibility.

3.2. Max Mara in case of violation of debt maturities with Golden century automatically excluded from the shareholders of the Bank, the amount of overdue debt in an undisputable manner is deducted from the account of Max Mara, with interest at 15% per annum.

THE AGREEMENT ON THE INTRODUCTION AMOUNT OF THE SHARE

IV. The terms of this agreement

4.1. The validity of this agreement is determined from the day of transfer Golden century of the amount of the share 5000000 dollar to the Bank account.

4.2. The agreement shall terminate at the date of payment of the Max Mara to Golden century of the entire amount paid for the share and accrued interest.

V. Legal addresses and requisites of the parties

Golden century: Almaty city Abay Avenue 322 office 17

Max Mara: Almaty city, Seyfullin Avenue 455 office 20

Bank: Forte Bank

Regulation of Representative Office

Article 1. GENERAL PROVISIONS

- 1.1 Representative Office "Golden Century"
established by decision of the founders (minutes №1 24.02.2016)
- 1.2. The company is representative company and operates under this Statute, laws and other normative legal acts of the Republic of Kazakhstan.

Article 2. BRAND NAME AND LOCATION OF THE COMPANY

- 2.1 Golden Century "GC"
- 2.2 Kazakhstan Almaty city 322 Abay Avenue Office 17
- The Company's postal address: 678170, Kazakhstan Almaty city
322 Abay Avenue Office 17

Regulation of Representative Office

Article 3. THE PURPOSE AND OBJECT OF ACTIVITY OF THE COMPANY

3.1. The company is a commercial organization, the main purpose of which is profit and the interests of the shareholders.

3.2. the development of labels, including the production of labels, processing and sale labels , as well as the production and marketing of all kinds of labels

Article 4. LEGAL STATUS

4.1. The company is a legal entity, has the full economic autonomy, may on its behalf acquire and exercise property and personal non-property rights, bear obligations, be a plaintiff and a defendant in court, and is the owner
the assets to be reflected on its independent balance sheet.

Article 5. THE COMPANY'S SHARES

5.1. All the shares are ordinary, nominal, book-entry and have the same nominal value.

5.2. All shares provide the shareholders - their owners equal scope of rights.



The letter of Guarantee

This letter serves as a guarantee that Individual entrepreneur of the Big Boss company is giving to lease the office premises for the representative office of the Golden Century company.

Terms and conditions of the lease:

- The lessor undertakes to transfer for temporary possession and use for a fee the Lessee non-residential premises with a total area of 6000 square meters, located at the address: Republic of Kazakhstan, 010000, Almaty, Kurmangazy 150,
- Lessor warrants that it has full authority to rental of premises.
- The room will be used by the Lessee for business.
- The lessor guarantees that the leased premises for the term of this Agreement, free from any rights of third parties (in the pledge and custody is not a member).
- **Contract time.**
- The term of this Agreement is to 24.2.2016 on the "1" in January 2018
-
- **Landlord rights:**
- Landlord, both personally and in the name of authorized representatives shall be entitled to enter the premises for the purpose of periodic inspection in order to verify compliance with this Agreement and applicable law. Inspection can be done at any time during the working day of the Tenant.
- **The landlord must:**
- Send Premises Act for transmission.
- Assist in the period of this Agreement, the Tenant advice for the most efficient use of premises.

- **TENANT'S RIGHTS:**

- The tenant has the right to own and at their own expense is made with the written consent of the Lessor and the authorized bodies of local self-alterations, maintenance of premises due to the Lessee's activities.
- The tenant has the right to set an alarm in the Premises and other security systems
- **The tenant is obliged to:**
- Take from Lessor room for rent at the transfer Act.
- To pay the rent in the amount and terms set forth herein.
- Keep the premise in good repair and sanitary condition until its return the Landlord, to be responsible for compliance with fire safety requirements.
- **Fees and payments under the Contract.**
-
- The total cost of rent for the lease of premises is 100,000 tenge and is payable as follows: after the signing of this Agreement The tenant pays the total cost of rent for the entire term of the lease for five business days on the basis of invoice.
 - Details and signatures.

LANDLORD

TENANT

- Tulenov Aidar
Individual entrepreneur

Erdalieva Moldir
The representative of Golden Century

TASK 4

ACTION PLAN

for MANAGER



“GOLDEN CENTURY” staff member: Zhunusova Dana

- **PREVIOUS POSITION: OFFICE-RECEPTIONIST**

September 12,2015- February 29,2016

- **ELEVATION (promotion) (product) MANAGER**

Probation (traineeship) lasts:

- ✓ 30 days (1 month)
- ✓ 60 days (2 months)
- ✓ 90 days (3 months)



- the **goal** of the Product **Manager** is -
to deliver measurable **business**
results through product solutions that
meet both market needs and company
goals

30 DAYS: UNDERSTAND the PRODUCT, the MARKET, and the CULTURE

- **The product.** What does the company sell? What does the product do? How does it work? What is the value proposition? What problems does it solve for customers? What features does it have? What kind of bugs does it have? What are the main usability issues?
- **The market.** Who currently uses the product? What are they like? What are their characteristics? What do they like and not like about the product? Who is the target market? Are there personas for each different type of person in the target market? What are macro and micro market needs addressed by the product? Who are the competitors?

- **The current product/market** fit. Are we in a good market with a product that can satisfy the market (see Product/Market Fit)? What are the gaps that we need to close on the product side, and who the market is, to ensure a better fit?
- **The company culture.** Talk to as many people as possible in the organization - from marketing to finance to design to engineering - to understand how things work. What do people like about the product development process? What do they hate? Do designers feel like they have enough time to do their work? Do developers have what they need to program effectively?
- **Ensure the PM** role is properly understood. For a Product Manager to be effective, the organization needs to understand that PMs should have autonomy over the products they manage. Executive buy-in is a prerequisite for success, so make sure that it's well understood that even though everyone gets a voice, not everyone gets to decide.

60 DAYS: DEVELOP A STRATEGIC PRODUCT PLAN

- Run a **Product Discovery** workshop to start identifying user, business, and technical needs and create a problem frame diagram (see Usable yet Useless: Why Every Business Needs Product Discovery).
- **Develop personas and user journeys**, and start brainstorming ideas for product development (see The Anatomy of an Experience Map).
- Work with the team to **prioritise ideas and start building a roadmap for development.**

- Identify **success measures** - how we'll know if what we're doing is having the desired impact.
- Put the **appropriate processes** in place to ensure effective product development lifecycles. This means knowing what kind of requirements and specifications developers need to start working, how research and design fits into the process, where marketing becomes involved, how it should work, etc.

90 DAYS: START EXECUTING ON THE STRATEGIC PRODUCT PLAN

- Start with a **reasonably small requirement with clear and easily measurable success metrics**. Work with the team to get it done right.
- **Measure, and show the success of the process**. Use this to build trust and continue to ship great improvements and products.
- Assess the situation, and use customer and business feedback to **adjust priorities and the roadmap** as needed. *Flexibility is key.*
- **Keep going**. Repeat any of these steps as needed.

- **Plan compiler:**

Erdaulet Daniyar (general manager)

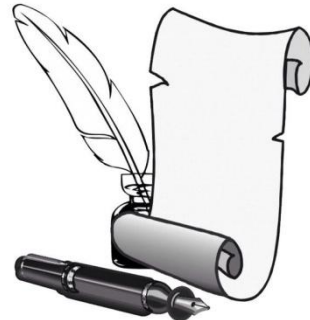
“GOLDEN CENTURY”

TASK 5

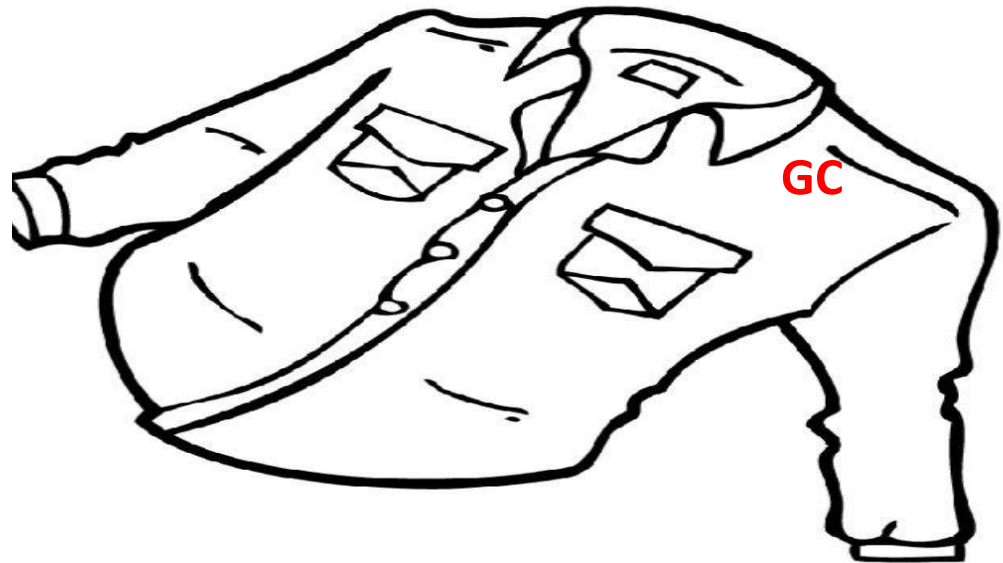
The main **connection** of our project work with **LINGUISTICS**

we learned how to fill out a *Documents management:*

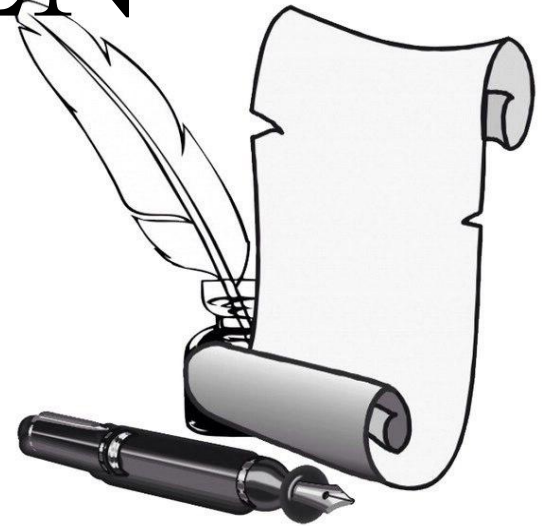
- ✓ **contract of investment**
- ✓ **Bylaws** of representative office
- ✓ Letter of **guarantee**
- ✓ **certificate** of State registration of the Company
- ✓ Business **contract** with companies



- ❖ **company:** “GOLDEN CENTURY” (GC)
- ❖ **based on:** 2015, SEPTEMBER 12
- ❖ **produces:** STICKS(labels) on clothes
- ❖ **president:** JOHN CLANCY



LETTER about business
report to a President of
company “**GOLDEN**
CENTURY”



John Clancy
President

“GOLDEN CENTURY”

Dear Mr . Clancy

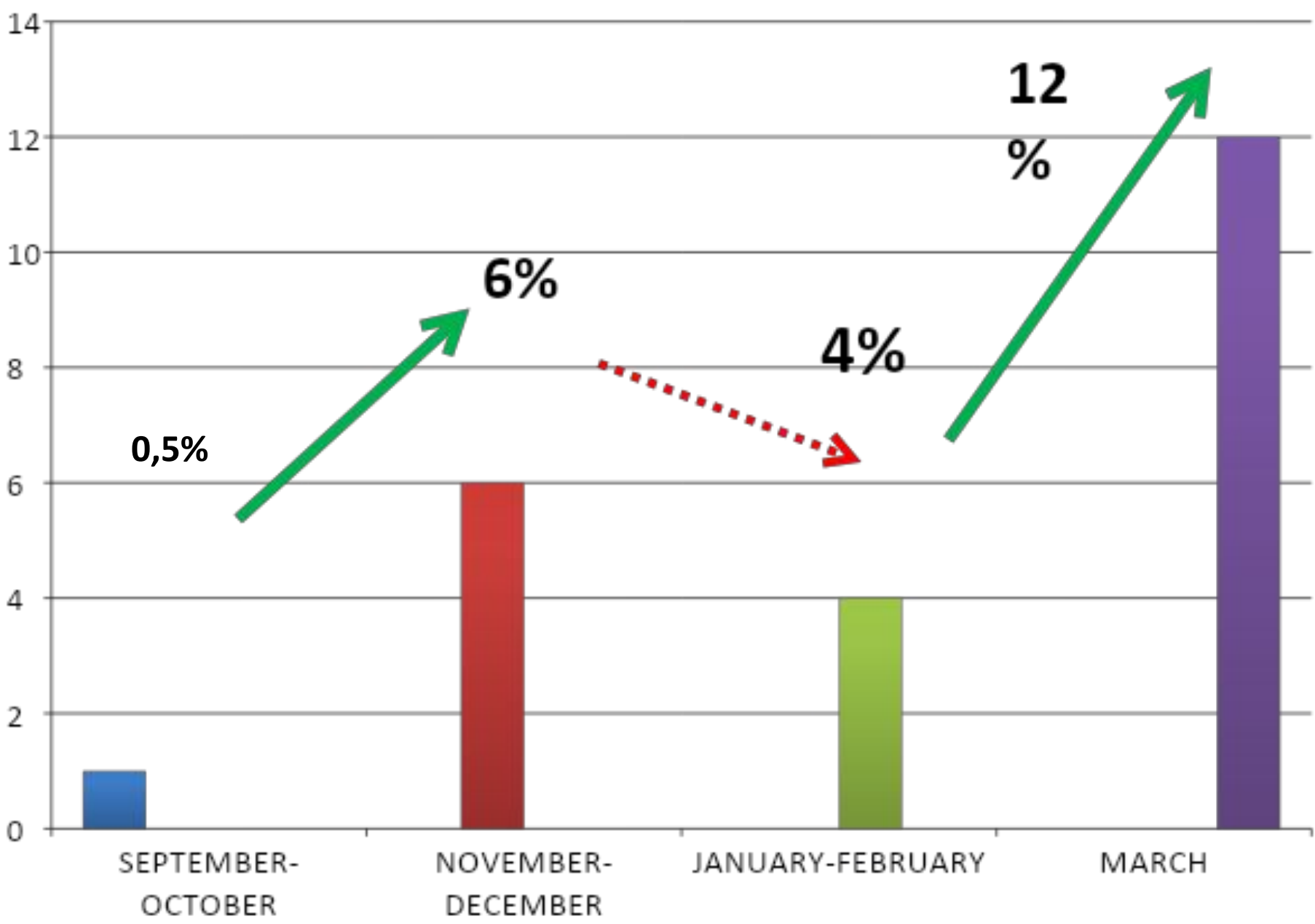
On previous letter I wanted to launch a **stick-on clothing labels with names,which were** officially launched at the start of October.

Each of month the company produced 15.000 sticks. One stick have cost **0,36\$. (122tg)**. In one month income was **1.830.000. tg**. In 7 months we produced 105.000 sticks. Income was **12.810.000tg** in 7 months.

Our staff member participated in professional development **training course,** which was conducted by company “B2B marketing”

- ✓ We created an *action plan of setting up a office in a local city*
- ✓ We have dealt with *Documents management:*
 - **Bylaws** of representative office
 - Letter of **guarantee**
 - **certificate** of State registration of the Company
 - Business **contract** with company “MaxMara”
- ✓ Career promotion has been changed completely. Comparing to the experience of the previous months, now the staff members clearly understand a perspective to be *promoted to a senior position*. Some of them were promoted to a senior position.

**Here there are complete and exact business report from
September 2015 until March 2016**

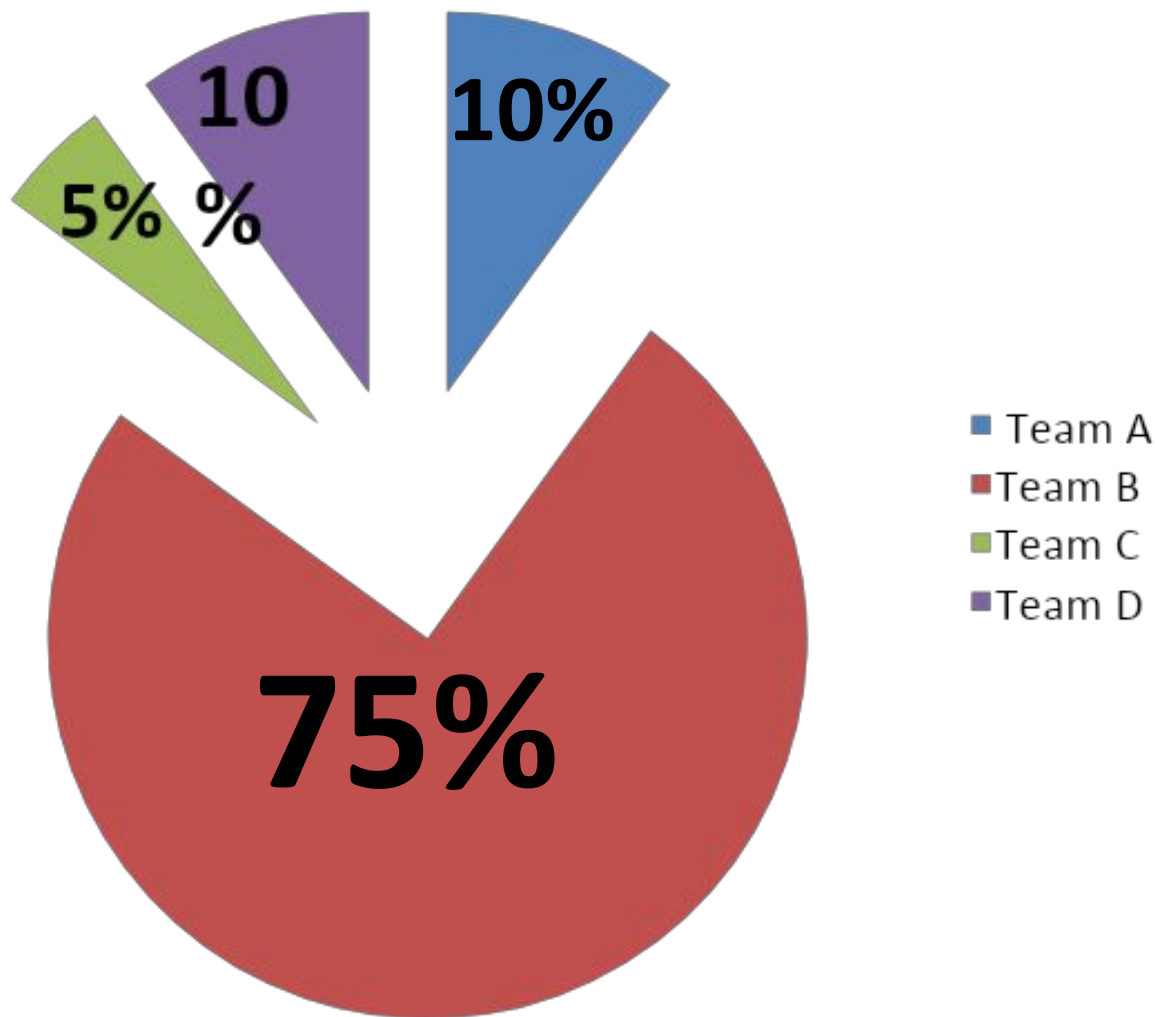


- Our staff members participated in professional development *training course*, which was conducted by company **“B2B marketing”**

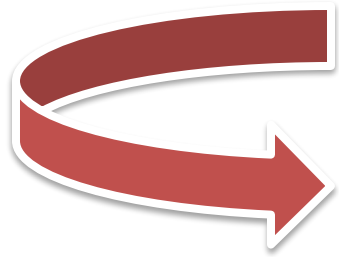
GRAND TOTAL OF STAFFS

Team B

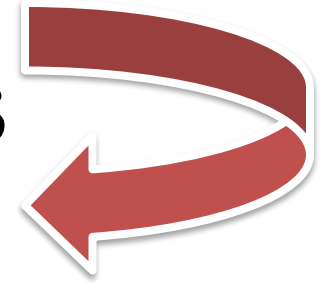
- Serikova Akniet
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- Nurpiisova Jeanne
- Aliyev Zhanasyl
- Shohanov Nursyltan
- Narkeshbaeva Raihan
- Asatova Marjane
- Elesbekov Olzhas
- Tibeeva Julia



- What staff members have learned from **TRAINING COURSE?**



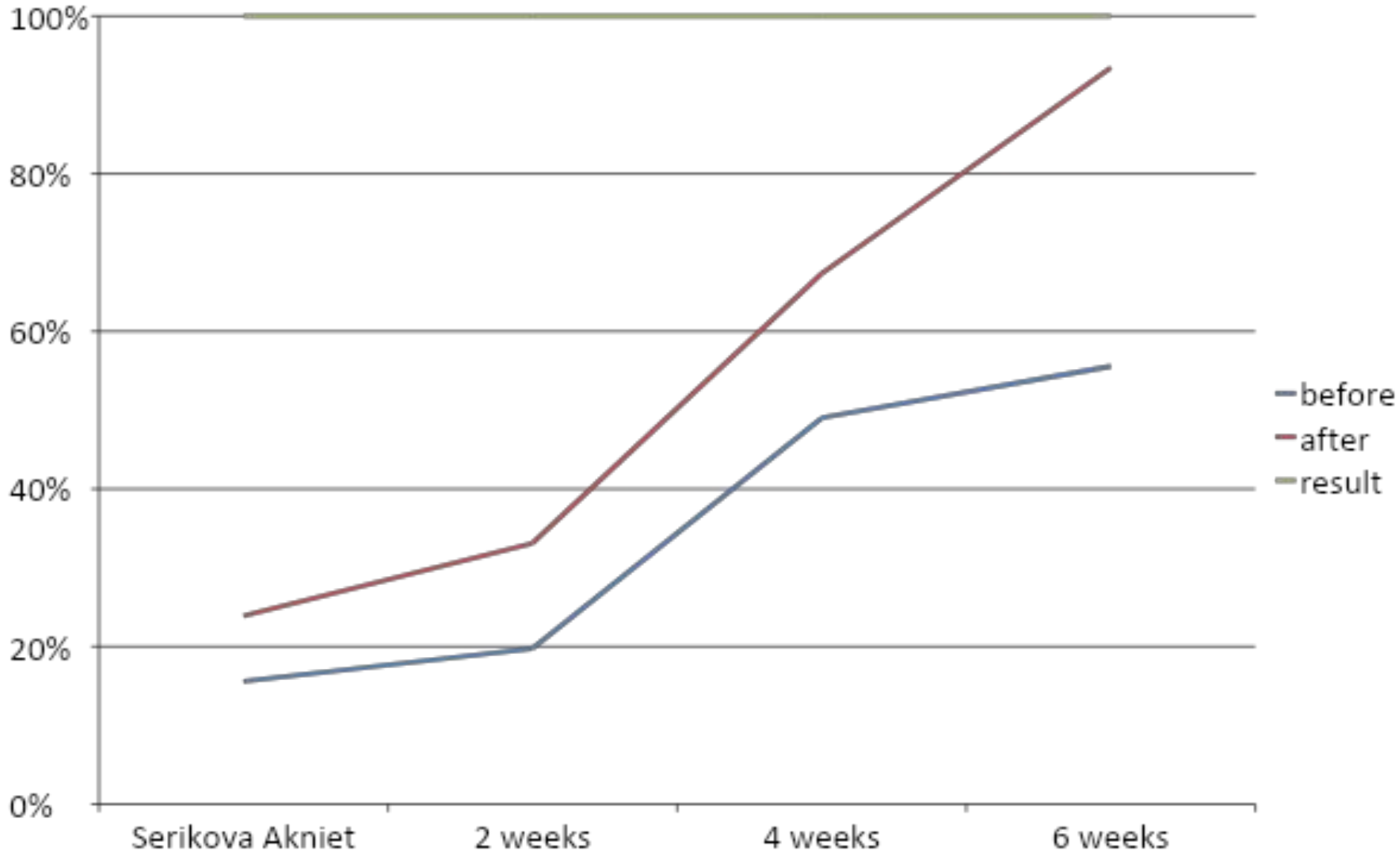
The competences



- HOW TO GATHER,
- COMPILE,
- PRIORITIZE FINANCIAL DATA TO DEVELOP,
- EXECUTE
- MANAGE a budget.
- CONFIDENCE IN ASSESSING FINANCES
- PARTICIPATE MORE EFFECTIVELY IN THE BUSINESS DECISION-MAKING PROCESS.

- **Scheme of promoting of**
WORK PROCESS after training
course

Build successful future



- We have dealt with
Documents management

CONTRACT OF INVESTMENT

1. Preamble (or prologue):

2. The subject of the contract;

3. Additional terms of the contract;

4. Other terms of the contract.

Preamble (or prologue);

- 1. Name of treaty**
- 2. Date of signing the contract.**
- 3. Full business name of the counterparty**
- 4. Position, surname, name and patronymic of the persons signing the contract, specifying their powers to sign the treaty.**

The subject of the contract;

1. Subject of the contract, ie, what exactly the Contracting companies.
2. Duties and rights of the companies under the contract.
3. Obligations and rights of company.
4. The price of the contract and payment arrangements and others.

Additional terms of the contract;

1. **The term of the contract.**
2. Responsibility of the companies.

Other terms of the contract

1. The **law governing** the relations between the companies (this is especially important for foreign trade contracts).
2. Features approvals communication between the companies
3. The fate of the pre-contractual work and its results after the signing of the contract.
4. Details of the companies
 - a) the **location (address) of the enterprise;**
 - b) the **bank details of the companies**
5. **Number of copies of the contract.**
6. **Signatures of the companies** to the application each organization (enterprise).

THE LETTER OF GUARANTEE

This letter serves as a guarantee that Individual entrepreneur of the **Big Boss** company is giving to lease the office premises for the representative **office** of the Golden Century company.

Terms and conditions of the lease:

- The lessor undertaken to transfer for temporary possession and use for a fee the Lessee non-residential premises with a total area of **6000 square meters**, located at the address: Republic of Kazakhstan, 010000, Almaty, Kurmangazy 150,
- Lessor warranted that it has full authority to rental of premises.
- The room was used by the Lessee for business.
- **Contract time.**
- **The term of this Agreement is to 24.2.2016 on the "1" in January 2018**
-

BUSINESS CONTRACT with the company Max Mara

- Our **investor** is the company **Max Mara**.
- We had entered a **full contract** with the company Max Mara and **THE AGREEMENT** ON THE INTRODUCTION AMOUNT OF THE SHARE
- Golden Century is making a pie for Max Mara Forte Bank, in the amount of 5000000 dollar.
- Golden century makes the sum of the share on the Bank account
- N 99964244 at Forte Bank to 01. 03. 2017

Permission for trade



KAZAKHSTAN BUSINESS REGISTRATION CERTIFICATE

Taxpayer Name: US GOLDEN CENTURY LLC

Trade Name: "GOLDEN CENTURY"

Address: 678170, Kazakhstan Almaty 322
Abay Avenue Office 17

Certificate Number: 1913928

Effective Date: *September 12,2015*

Date of Issuance: *September 12,2015*

For Office Use Only:
20141118114624939



A handwritten signature in black ink, appearing to read 'James'.

Our new product have attracted a great positive feedback from the customers and many of our clients were fully satisfied with it.

I am happy that our company GOLDEN CENTURY have attained great success. This was fruitful business .I hope it will last for a long time. This would not have been possible, if not with your support to our business. Thank you for your support.

Respectfully,
Stacy Weber
Property manager