

Presentations in business



ЗАДАЧА:

- You are starting a business. What would you do?
- 1. Define market niche.
- 2. Define type of activity and product (manufacturing or services)
- 3. Select the type of organization for your business (*Sole Proprietorship, Partnerships, Limited company*) and company's name.
- 4. What market you are targeting.
- !!! Make presentation and Explain your choice for each item.

STRUCTURE

Beginning	<i>Short introduction</i>	<ul style="list-style-type: none">▪ welcome your audience▪ introduce your subject▪ explain the structure of your presentation▪ explain rules for questions
Middle	<i>Body of presentation</i>	<ul style="list-style-type: none">▪ present the subject itself
End	<i>Short conclusion</i>	<ul style="list-style-type: none">▪ summarize your presentation▪ thank your audience▪ invite questions
Questions and Answers		

вступление

- If the introduction was well prepared and delivered, you will now be 'in control'. You will be relaxed and confident.
- The introduction is a very important This is the first impression that your audience have of you.
- During your introduction, you should tell your audience what the structure of your presentation will be.

Вступление может выглядеть примерно так:

- **"I'll start by** describing the market niche that I chose.
- **Then** I'll move on to the type of my company activity and product
- **After that** I'll consider the type of organization for my business (***Sole Proprietorship, Partnerships, Limited company***)
- **Lastly,** I'll tell you what market I am targeting.

Body of presentation

Переходя от одного пункта к другому в основной части не забываем делать переходы , убеждаемся что вас поняли.

• *Например:*

В конце представления информации по 1му из пунктов	"That's all I have to say about market niche
Уяснение поняли ли вас	Are you following me? Do you have any questions? Do you understand so far? Is that clear?
Переход к следующему вопросу	Let's turn now to the type of our activity and product

Презентация аргументов в защиту своего выбора

- First of all...-прежде всего
- And furthermore....- и далее
- Another thing is...-кроме того
- Lastly\finally....
- The main point is...-главное это...
- The real issue here is...-главная проблема
СОСТОИТ В ТОМ ЧТО...
- That just the point....-дело именно в этом

Ссылка на цифры, мнения экспертов

- The information I got was...
- According to the latest reports....
- Recent studies have shown....

Демонстрация графика или изображения:

1. If you look at this first graph...
2. As you can see...
3. Now let's look at...
4. ...a good example of...
5. a key factor...
6. If you look at this slide...
7. a good illustration of...
8. To illustrate me point

USEFUL PHRASES

Let's have a look at this graph/diagram.	Давайте взглянем на этот график/диаграмму.
The horizontal/vertical axis represents...	Горизонтальная/вертикальная ось показывает ...
Production is indicated by a red line.	Производство показано красной линией.
This solid line gives us ...	Сплошная линия дает нам информацию о ...
The broken line shows ...	Ломаная линия показывает ...
The dotted line illustrates ...	Пунктирная линия иллюстрирует ...
This curve here indicates ...	Эта кривая показывает ...
With this pie chart I'd like to show you....	При помощи этой круговой диаграммы я хотел бы продемонстрировать вам ...
The shaded section represents ...	Этот заштрихованный сектор показывает ...
The table in the middle gives us last year's sales figures.	В таблице посередине приведены цифры продаж за последний год.
The right-hand/left-hand column shows	Правая/левая колонка показывает ...
At the top/bottom you see ...	Вверху/внизу вы видите

Краткий пример выступления

- Ladies and gentlemen, thank you very much for coming along here today
- The purpose of today's presentation is to discuss how I can...(I've invited you here today to have a look at my Project)
- *Now let me begin by...*
- **That's all I have to say about this....**
- **Do you have any questions?**
- **Let's turn now to the....**
- *Secondly...*
- **That's all I have to say about this....**
- **Do you have any questions?**
- **Let's turn now to the....**
- ...and finally...
- *In conclusion...*
- *I'd be interested to hear your view.*
- *I'd be very happy to answer any of your questions*
- *In conclusion...*

Short conclusion

Когда вы закончили :

1.подведите итог,

*Well, we've looked at my project....
In conclusion...
Let me close by saying....
I see my time is up...*

2.узнайте мнение аудитории

*How does it sound?
I'd be interested to hear your view.
How about the rest of you?
If you have any questions, I would be
happy to answer them now*

3. поблагодарите за внимание

Thank you for your attention...

Рекомендации по выбору имени КОМПАНИИ

- **Brands and branding**
- A brand is a name a company gives to its products so they can be easily recognized.
- This may be the name of the company itself: the make of the product. For products like cars, you refer to the make and model, the particular type of car, for example, the Ford (make) Ka (model).
- Brand awareness or brand recognition is how much people recognize a brand. The ideas people have about a brand is its brand image. Many companies have a brand manager.
- Branding is creating brands and keeping them in customer's minds through advertising, packaging, etc. A brand should have a clear brand identity so that people think of it in a particular way in relation to other brands.
- A product with the retailer's own name on it is an own-brand product (BrE) or own-label product (AmE).
- Products that are not branded, those that do not have a brand name, are generic products or generics.
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