

ETLV/STMG

NAME :

Description of a company

(**Check vocabulary** : <https://www.collinsdictionary.com/dictionary/english-french> or <https://www.larousse.fr/dictionnaires/anglais-francais>)

VIDEOS TO ILLUSTRATE : THE STORY OF Jane
<https://www.powtoon.com/c/buHzHS1w6vi/1/m>

1. THE BEGINNING of a company

Write complete sentences please !

What is the name of the founder ?

Why did she choose to create her own company ?

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.....

What are the problems that need to be solved by Jane ?

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What was his business plan? What did she do ?.....

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Why she couldn't succeed alone ?

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.....

Why start an activity is expensive ?

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.....

2. Find translation.

VERBS	FRENCH	NOUNS	FRENCH
To attract		Nature of the activity	
Struggles		Legal status/form	
To hire		Human ressources	
To fire/ to dismiss		Business plan	
To invest		Distribution of corporate power	
Draw up/ Drew up		Financial ressources	
Sell/sold		Profits	
Grow		Material ressources	
		Immaterial ressources	
		Geographical scope	
		Purpose of the company	
		Paperwork	
		Characterisation	

3. Organize your own description of Jane's company :

<u>Characterisation criteria</u>	<u>Description of jane's company</u>