



SHORT PRESENTATIONS

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Don't say: "First, I tell you about..."

Say: "First, I'll tell you about..."

We use **will** to say what we want to talk about in the presentation. We use expressions like: **First, Second, Then, To sum up, Finally** to introduce each part of the presentation.

SHORT PRESENTATION

Good afternoon. My name is Lisa Houston. I'm the marketing manager at H&M. Thank you for coming.

I'm going to give you a **brief overview** of our company.

First, I'll give you some general information about the company. Then I'll talk about our **international market**. Finally, I'll **point out** the main reasons for our **success**.

Let's start with the description of our company. H&M is a Swedish multinational **retail** clothing company known for its fast-fashion. The first store was opened in 1947.

My second point is our **international market**. H&M exists in 54 countries and **employs** around 116,000 people. The production is outsourced to **approximately** 800 factories in Europe and Asia.

To sum up, our business is **based on** the idea of offering **fashionable** clothes at attractive prices.



VOCABULARY

brief overview – stručný přehled

pricy – drahý

point out – poukázat na

retail – maloobchod

fashionable – módní

international market – mezinárodní trh

employ - zaměstnat

success - úspěch

approximately - přibližně

based on – založen na

QUIZ:

Put the sentences from the presentation into the right order.

1. To sum up, I would like to point out the strategy for the next year.
2. First, I'll talk about the target of our company.
3. Finally, we'll make a brainstorming of new ideas.
4. Second, I would like to tell you about the sales results of our last year.



Key: 1) 2. 2) 4. 3) 3. 4) 1.