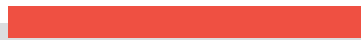


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CASE

1

# Who will be the sponsor?



# Case briefing

Chen Ming is working as Anne's secretary in the financial program group. They are going to produce a new financial program — "Money Matters", focusing on money management and investment. Three financial companies apply for being the sponsor of the program. Anne wants to know more about the three companies and to choose one to visit for the field trip. She asks Chen Ming to brief her on the three companies.

In this case, Chen Ming should search for information about the three companies, contact the chosen one and create a field trip agenda for Anne. Suppose you are Chen Ming. You probably should:

- present information about the companies
- make arrangements for the field trip

Here is a video clip showing the scene of the case. In the video, Anne is giving Chen Ming more details about the case.



Video clip

**1** Watch the video clip and decide whether the following statements are true (T) or false (F).

- 1 Three companies would like to host the program and offer financial support.
- 2 Chen Ming is going to schedule a field trip after Anne makes her decision.
- 3 Chen Ming needs to find out what the companies do, their missions, their development prospects, their sponsorship experience and so on.
- 4 The time for the field trip is next Thursday.

**2** How should Chen Ming deal with this case? All of the following items can help him finish the task. Put them in the right order based on Anne's requirements.

- A Schedule a field trip after deciding on one potential company.
- B Keep track of all the information about the three financial companies.
- C Get a good understanding of what the three financial companies do.
- D Make comparisons between the three companies.

Discuss with your partners and try to add more items.





## UNIT 1

# Present information about the companies

## Starting up

Searching for and presenting information about the companies are not only important steps for sponsorship but also common practices for many industries and companies. In this case, Chen Ming is asked to find out more about the three companies according to Anne's requirements and make comparisons. Suppose you are Chen Ming. How would you make comparisons between the three companies?

After learning this unit, you will be able to:

- get the general information about a company from various sources
- get familiar with the two structures of a comparison report
- use transitional words and expressions to make comparison and contrast
- use tenses correctly when presenting different information
- present information about the companies by making comparisons

# Taking in

## Viewing

To brief Anne on the three companies, Chen Ming has to search for information about them. The following video clip is a part of an interview with Jack Wang from Zhijin Finance. He gives a brief introduction of his company. Watch the interview and get the general information about Zhijin Finance.



Video clip

### 1 Work in pairs and discuss the following question.

What kind of information would you like to get from an interview about a company?

### 2 Watch the interview and check (✓) the main points of Zhijin Finance mentioned by Jack Wang.

- 1 Company name
- 2 Company location
- 3 Company history
- 4 Company leadership
- 5 Company mission

Work in pairs and check your answers.

### 3 Watch the interview again and complete the basic information about Zhijin Finance.

The name of the company is Zhijin Finance. It is a company that 1) \_\_\_\_\_ to different customer groups in Hong Kong. As a strong financial company, it maintains the 2) \_\_\_\_\_ of ethical standards. Zhijin Finance was founded in 3) \_\_\_\_\_. It originated from EasiPay which was established in 2004. It has been developing very fast as it's listed on the Hong Kong Stock Exchange. Its mission is to provide 4) \_\_\_\_\_ to all the financial needs of customers.

### VOCABULARY

be dedicated to 从事于; 献身于

ethical standards 职业操守

commit yourself to 使(自己)致力于

list /list/ v. 使(公司)上市





# Reading

Apart from Zhijin Finance, the other two companies, Capitogo and OutLook Group, are also the potential sponsors. Chen Ming has found their introductions from their official websites. Read the two introductions and get the basic information about the two companies.

**1** Work in pairs and discuss the following question.

What kind of information do you expect to get when you read a company introduction from the website?

**2** Read the introductions of Capitogo and OutLook Group.

About Capitogo >

## Capitogo

Being considered as one of the most successful financial organizations in the world today, we were founded on October 9th, 1998, following the \$140 billion merger of Capicorp and Travelers Group to create one of the world's largest financial organizations. Our history can be traced back to the founding of Capitobank in 1980.

Our business operates in many areas. We protect people's savings and help them make purchases that improve the quality of their lives. We work with companies to manage payrolls and export their goods overseas. We also provide financial support for governments at all levels to build sustainable infrastructure.

Our mission is to serve as a trusted partner to our clients by responsibly providing financial services that enable growth and economic progress. We strive to earn and maintain the public trust by constantly sticking to the highest ethical standards.

We attach great importance to sponsorship. With any of Capitogo's sponsorship, we aim to activate it in support of our business and brand while having better engagement with the communities in which we serve. We remain at the forefront of media through innovative partnerships such as a bike-share program and professional leadership forums.



# OutLook Group

Over two decades, OutLook Group, the acclaimed “industrial evergreen”, has established itself a large business that works with many industries.

OutLook Group was founded in 1992 by Liu Xin, a renowned Chinese entrepreneur. OutLook Group has remained among the Top 500 Enterprises of China for the past 14 years.

Using its resources and expertise, OutLook Group has constantly moved into new industries and sectors, from feed production to facility building, investing as well as other financial services. Now it is attempting to explore the market of mobile wallet payment services. As a participant in multiple financial markets such as banking, security, Internet finance and fund, OutLook Group is given an AAA credit rating by China Chengxin International Credit Rating Co., Ltd.

Since its founding, OutLook Group has maintained its strong growth. Guided by the Belt and Road Initiative and the Internet+ concept, OutLook Group will see new developments in globalization, internetization and industrial and financial integration.

OutLook Group has been committed to the beautiful vision of evergreen business. It follows the core values “Illuminative, Positive, Normative, Innovative”, and its mission is to build an eco-friendly and sustainable world-class enterprise.

## VOCABULARY

**merger** /'mɜːdʒə/ n. [C] (企业等的)  
合并; 并购

**sustainable** /sə'steɪnəbl/ a. 可持续的

**infrastructure** /'ɪnfɹə'strʌktʃə/ n. [C, U] 基础设施; 公共建设

**entrepreneur** /,ɒntɹəprə'nɜː/ n. [C]  
企业家

**expertise** /,ekspə'tiːz/ n. [U] 专门知识;  
专门技术

**facility building** 设备建设

**3** Complete the information sheet by choosing appropriate statements in the box.

- A It's one of the most successful financial organizations.
- B It provides financial services ranging from individual to government.
- C It gains an AAA credit rating by China Chengxin International Credit Rating Co., Ltd.
- D It was founded in 1992 by a renowned Chinese entrepreneur.
- E It attaches great importance to sponsorship.
- F It will see new developments in globalization, internetization and industrial and financial integration.
- G Its mission is to build an eco-friendly and sustainable world-class enterprise.

	Capitogo	OutLook Group
Basic information	1) _____	It is a domestic enterprise and has remained among the Top 500 Enterprises of China for the past 14 years.
History	It was officially founded on October 9th, 1998; however, it could be traced back to the year of 1980.	2) _____
Major business	3) _____	It has constantly moved into new industries and sectors. Now it is attempting to explore the market of mobile wallet payment services.
Market recognition in the financial field	It's considered as one of the most successful financial organizations.	4) _____
Mission	Its mission is to serve as a trusted partner to clients by responsibly providing financial services that enable growth and economic progress.	5) _____
Sponsorship experience	6) _____	
Vision and development prospects		7) _____

**4** Work in pairs and discuss which of the companies would be more interesting to visit for the field trip. Explain the reasons.

## Preparing for the structure

After getting information of all the three companies, Chen Ming plans to present them by making comparisons. The following sample is a comparison report between Capigo and OutLook Group. Do the following activities to get familiar with the two structures of a comparison report.

### Two structures of a comparison report

**1** Work in pairs and discuss the following questions.

- 1 What aspects would you like to compare when you make a comparison report between the three companies?
- 2 How would you structure your comparison report in a clear and logical way?





- 2** There are two structures of a comparison report, **subject-by-subject** and **point-by-point**. Work in pairs and discuss which structure the following comparison report of Capitogo and OutLook Group belongs to.

**A Subject-by-subject**

Begin by saying what you have to say about the first subject, then move on and make all the points about the next subject.

**B Point-by-point**

Begin by talking about one key point at a time. You might discuss how a certain point relates to all the subjects. Then move on to your next point.

We are going to compare two companies: Capitogo and OutLook Group.

Capitogo is one of the most successful financial organizations. OutLook Group is a domestic enterprise which has remained among the Top 500 Enterprises of China for the past 14 years.

Regarding history, Capitogo was founded on October 9th, 1998. But its history could be traced back as far as to the founding of Capitobank in 1980. Compared with Capitogo, however, OutLook Group was founded in 1992, and it has built its own reputation in China.

As to the major business, Capitogo is a traditional financial organization providing financial services ranging from personal finance to working with governments, whereas OutLook Group, once a feed production enterprise, is new in the financial field.

For market recognition in the financial field, Capitogo is one of the most successful financial organizations due to its merger and long history. Though it is new in the financial field, like Capitogo, OutLook Group has also achieved a lot. It has already gained an AAA credit rating by China Chengxin International Credit Rating Co., Ltd.

In terms of the company mission, Capitogo serves as a trusted partner to clients by responsibly providing financial services that enable growth and economic progress, while OutLook Group aims to build an eco-friendly and sustainable world-class enterprise.

Talking about sponsorship, Capitogo attaches great importance to sponsorship. OutLook Group, conversely, hasn't mentioned its sponsorship experience.

As for the future expectation, Capitogo hasn't mentioned it specifically in its company overview, whereas OutLook Group will see new developments in globalization, internetization and industrial and financial integration guided by the Belt and Road Initiative and the Internet+ concept.

# Sharpening the skills

Chen Ming has learned the two structures of a comparison report. However, he may still have difficulties in making comparison and contrast. Do the following activities to learn how to use transitional words and expressions to make comparison and contrast.

## Using transitional words and expressions to make comparison and contrast

### 1 Work in pairs. Identify and underline the expressions indicating comparison and contrast.

- 1 Capitogo was founded on October 9th, 1998. But its history could be traced back as far as to the founding of Capitobank in 1980. Compared with Capitogo, however, OutLook Group was founded in 1992, and it has built its own reputation in China.
- 2 Talking about sponsorship, Capitogo attaches great importance to sponsorship. OutLook Group, conversely, hasn't mentioned its sponsorship experience.
- 3 Though it is new in the financial field, like Capitogo, OutLook Group has also achieved a lot. It has already gained an AAA credit rating by China Chengxin International Credit Rating Co., Ltd.

### 2 Complete the following sentences about Zhijin Finance and OutLook Group with the transitional words below.

similarly                      while                      though

- 1 \_\_\_\_\_ they have a comparatively short history, both Zhijin Finance and OutLook Group developed fast and achieved a lot.
- 2 Zhijin Finance is a strong financial company in the industry; \_\_\_\_\_, OutLook Group has gained an AAA credit rating by China Chengxin International Credit Rating Co., Ltd.
- 3 Zhijin Finance and OutLook Group have different visions. Zhijin Finance is going to be one of the leading financial companies in the world, \_\_\_\_\_ OutLook Group will see new developments in globalization, internetization and industrial and financial integration.

#### SKILLS

When you make comparison and contrast, transitional words and expressions play an important role to help you move smoothly from one subject to another. They enhance logical organization by helping the readers know the relationship between the previous and following sentence.

The following are some transitional words and expressions you can use when making comparison and contrast:

#### Making comparison

like   also   similarly   still  
in the same way   again

#### Making contrast

unlike   in contrast   while  
conversely   on the contrary  
however   although/though

# Developing the strategies

In making comparisons between several companies, different aspects need to be mentioned such as history, current condition and future plan. Using tenses correctly may help express accurate information. Do the following activities to find out the strategy.

---

## Using tenses correctly for different information

**1** Different tenses express different meanings. Work in pairs and discuss whether the following sentences use tenses correctly. Explain the reasons.

- 1 Outlook Group is entering the global landscape in 1997 and setting up its first overseas factory in Vietnam in 1999.
- 2 We plan to set up a subsidiary in Hong Kong for several years, and now we have been listed on the Hong Kong Stock Exchange.
- 3 Guided by the Belt and Road Initiative and the Internet+ concept, Outlook Group saw new developments in globalization, internetization and industrial and financial integration.

**2** Complete the following sentences with the correct form of the words in brackets. Sometimes more than one tense is possible.

- 1 Mr. Lester Andrews \_\_\_\_\_ (establish) Web Applications Inc. in 1998.
- 2 XYZ Consulting \_\_\_\_\_ (provide) expertise in searching for marketing solutions for businesses.
- 3 Verizon \_\_\_\_\_ (have) its first commercial launch within two years.
- 4 Today Huawei \_\_\_\_\_ (be) a global technology company delivering the promise of the digital world to millions of customers.
- 5 Motor Company \_\_\_\_\_ (get) a profit of \$37,000 by 1903.



## STRATEGIES

A company overview often begins with a company summary — this is where you'll briefly sum up everything, and tell your reader what the company is like today. The simple present is often used in this part. You may find expressions like “regularly”, “frequently” and “generally”.

When you present background stories of a company such as the date of founding, people involved and achievements, tenses like the simple past and the perfect tense will be used. Expressions like “last year” and “10 years ago” usually appear with the simple past. Expressions like “since 1991”, “lately”, “recently”, “already” and “before/after/by the time” usually go with the perfect tense.

When you want to show the promising prospects of a company and its future plan, tenses like the simple future and the future perfect may be of great help. You can often spot the expressions like “next year”, “in 10 years”, “be about to”, “be to do” and “plan to do”.



# Carrying out

## Biz practice

### MAKE A COMPARISON REPORT: PRESENT INFORMATION ABOUT THE COMPANIES

In “Taking in”, Chen Ming has got basic information about the three companies through different sources. In “Building up”, he has learned the two structures of a comparison report, how to use transitional words and expressions to make comparison and contrast, and how to use correct tenses for different information.

Suppose you are Chen Ming. You are going to make a comparison report between the three companies and present it to Anne. The following steps may help you with the project.

#### Step 1 List the key points

Before searching for information about the companies, you can list the key points you need to pay special attention to.

#### Step 2 Get information

Based on the list of the key points, you can search for information about the three companies provided in “Taking in”.

#### Step 3 Make an information sheet

After getting information about all the three companies, you need to make an information sheet of the three companies based on the key points. The following is a sample information sheet. Complete the sample sheet with information you’ve got in Step 2.

	Zhijin Finance	Capitogo	OutLook Group
Basic information	A financial company providing financial solutions to the different customer groups in Hong Kong	One of the most successful financial organizations	A domestic enterprise that has remained among the Top 500 Enterprises of China for the past 14 years
...	...	...	...

#### **Step 4** Organize your comparison report

After making the information sheet, you should start organizing your comparison report. There are two structures you can choose from, point-by-point and subject-by-subject. You may refer to “Preparing for the structure” for reference.

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#### **Step 5** Write it up

Following the steps above, you can now start writing your comparison report. Be aware of the transitional words and expressions and your tense choice, especially when you are talking about their histories, achievements and development prospects.

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#### **Step 6** Revise and reflect

Now, you’ve finished making your comparison report. Before sending it to Anne, you may revise and reflect on your writing based on the following questions.

- 1 Have you included enough information in your comparison report such as history, mission and development prospects?
- 2 Have you organized your comparison report in a clear and logical way?
- 3 Have you used transitional words and expressions when making comparison and contrast of the three companies?
- 4 Have you correctly used tenses to express different information?

# Looking beyond



Video clip

In the information search process, Chen Ming finds that Outlook Group attempts to explore the market of mobile wallet payment services. Since mobile payment is a hot topic in China, Chen Ming would like to know more about it. Watch the video clip and find out more about the development of mobile payment.



## VOCABULARY

**unfathomable** /ʌn'fæðməbl/ *a.*  
无法解释的

**trillion** /'tri:ljən/ *n.* [number] 万亿

**appetite** /'æpə,tait/ *n.* [C] 欲望; 喜爱

**harness** /'hɑ:nɪs/ *vt.* 利用

**QR code** 二维码

**ecosystem** /'i:keʊ,sɪstəm/ *n.* [C]  
生态系统

**eBay** 易趣 (知名购物网站)

**skyrocket** /'skaɪ,rɒkɪt/ *vi.* 飞涨; 突然  
高升

### 1 Work in pairs and discuss the following questions.

- 1 Which payment do you prefer to use, cash payment or mobile payment? And why?
- 2 What convenience does mobile payment bring to us?

### 2 Watch the video clip and decide whether the following statements are true (T) or false (F).

- 1 In 2016 Chinese consumers spent nine trillion dollars in cash payment.
- 2 One thing that's feeding the Chinese appetite for mobile app payments is food.
- 3 Every product in Alibaba's Hema Supermarket is scannable.
- 4 Mobile payment has given rise to a whole new set of business models or industries in China.
- 5 In the early 2009 Alibaba launched Alipay to facilitate user transactions on Taobao.
- 6 Taobao and WeChat are platforms in which dozens of app functions are rolled into one.