CHAPITRE 2 / RESSOURCE 1

Présenter une PME à un partenaire commercial



Présentation 2 · Thomas — Nova Industries

Avant d'écouter

Repérez les marchés européens et les cinq services de l'entreprise.

Transcription

Good morning, everyone. Thank you for giving me the opportunity to introduce our company. My name is Thomas, and I am the Sales Manager at Nova Industries.

Nova Industries is a French company specialising in industrial equipment. The company was founded in 2012, and our headquarters are located in Lille, in northern France. We currently employ around two hundred and forty people and generate annual revenue of approximately thirty-two million euros.

Our main markets are France, Belgium, Germany and Spain. We manufacture and distribute equipment for industrial customers.

Our company is organised into five main departments. The Human Resources Department is responsible for recruitment and employee development. The Finance Department manages budgets and financial reporting. The Marketing Department develops promotional campaigns and analyses market trends. The Sales Department manages customer relationships and develops new business opportunities. Finally, the Logistics Department coordinates warehousing and deliveries.

Each department has a manager who reports directly to the Chief Executive Officer.

Although we are smaller than some of our competitors, our organisation is more flexible. This allows us to respond quickly to customer needs and provide personalised solutions. We are currently looking for new distribution partners in Europe.

Thank you for your attention. I would be happy to answer your questions.

Expressions à retenir

Our company is organised into five main departments.
Notre entreprise est organisée en cinq services principaux.

Each department has a manager who reports directly to the CEO.
Chaque service a un responsable qui dépend directement du directeur général.

Our organisation is more flexible.
Notre organisation est plus flexible.