

Language Focus



Present perfect and past simple

6 Complete the following company profile with either the present perfect or past simple tense of the verb in brackets.

Procter & Gamble ¹ *has been* (be) in the soap business since William Procter and James Gamble ² _____ (form) their partnership in 1837. In order to raise capital for expansion, the partners ³ _____ (set up) a corporate structure in 1890, with an appointed president at the helm of the company. It ⁴ _____ (undergo) further restructuring in 1955, with the creation of individual operating divisions to better manage their growing lines of products. John E. Pepper ⁵ _____ (lead) the company since 1995, when he was elected Procter & Gamble's ninth Chairman and Chief Executive Officer. The same year, the company ⁶ _____ (move) from managing the business under two geographic areas, US and International, to four regions – North America, Latin America, Asia, and Europe/Middle East/Africa.

Ivory soap, which ⁷ _____ (become) a common household name, ⁸ _____ (come) onto the market in 1879. With the introduction and instant success of Tide laundry detergent in 1946, Procter & Gamble ⁹ _____ (embark) on a strategy of rapid growth into new product lines as well as new markets around the world. The firm's commitment to innovation in technology ¹⁰ _____ (help) Tide to remain their single largest brand over the years. Perhaps the product that ¹¹ _____ (have) the greatest impact, however, is Pampers, the disposable nappy which they ¹² _____ (launch) in 1961.

As a result of their aggressive expansion policy, Procter & Gamble sales ¹³ _____ (reach) \$10 billion in 1980. Since then the company ¹⁴ _____ (quadruple) the number of consumers it can serve with its brands – to about five billion people around the world. In 1998 sales ¹⁵ _____ (rise) to \$37.2 billion.

Describing changes

7 Read the following sentences describing changes and decide if the verb or noun underlined is correct or incorrect. If it is correct, put a tick (✓) in the space provided. If it is incorrect, write the correction.

- 1 Domestic sales of toothpaste have raised by 4.5 per cent over last year.
risen (or increased / gone up)
- 2 Procter & Gamble increased its market share in the European personal care category with the acquisition of the Blendax line of products.

- 3 The consolidation of product development operations in Asia brought about a reduce in the research and development staff. _____
- 4 The candle part of the business saw a rapid decline after the electric light bulb was invented. _____
- 5 The successful nationwide marketing campaign rose shampoo sales dramatically.

- 6 With the introduction of refill packs for liquid laundry detergents, packaging was reduced by 85 per cent. _____
- 7 Consumption of traditional cotton nappies has dropped dramatically since the introduction of the disposable nappy. _____
- 8 There was a 100 per cent raise in business in South Africa in 1994.
