

14. Squid Computer UK

Profile: subsidiary of Squid Computer, Minnesota. Launched in 1980

Company figures: £2.3 million pre-tax profit last year.

Number of employees: 300

Employee turnover: average four to five years. Ten employees have been there for more than seven years.

Pay: £10,000 minimum for secretaries, £25,000 to £35,000 for managers. Salesman reaching targets 100% get around £150,000.

Prospects: internal candidates are given preference wherever possible. 45% of the staff are women.

Holidays: 35 days per year. Four week sabbatical on full pay after six years.

Environment: air-conditioned offices in Central London.

Amenities: staff squash club and swimming pool. Subsidised canteen.

Dress code: none.

Perks: each employee has own personal computer and printer for home use. Health insurance for everyone. Profit-sharing scheme for managerial staff.

Atmosphere: American-style high pressure management. American-style informality: all staff use first names, all staff use same canteen.

Cromwell & Partners

Profile: independent advertising agency. Formed 1983. Big accounts include Lloyds bank, Parsifal lager and Aeroflot.

Company figures: £2.1 million pre-tax profit last year.

Number of employees: 200

Employee turnover: average stay five years.

Pay: graduate trainees start at £12,000. Account executives get £40,000 plus.

Prospects: Several secretaries have become account executives. All except three of the account directors started as graduate trainees.

Holidays: four weeks.

Environment: high-class offices in Mayfair.

Amenities: gymnasium in office basement. Subsidised restaurant.

Dress code: informal, but „executives are expected to dress appropriately when meeting clients”.

Perks: account executives and upwards have a company car. Free life and health insurance for everyone.

Atmosphere: relaxed. Open management style. An unofficial flexitime system operates.

Feladat

Olvassa el a két cégről (Squid Computer és Cromwell & Partners) szóló szöveget és döntse el, hogy az állítások igazak vagy hamisak, a megadott példa (0) szerint.

	Statements	True	False
0.	Cromwell & Partners advertising agency was founded in 1983	X	
1.	Account executive is the highest position in the advertising agency		
2.	All advertising agency employees must start work at the same time		
3.	Cromwell & Partners have an account with Lloyds bank		
4.	Squid employees pay the full price for their meals at work		
5.	Squid employees can use the squash club at the local gym free of charge		
6.	Squid UK pays secretaries no more than £10,000 per annum		
7.	Staff at the advertising agency get more holidays than staff in the computer company		
8.	The computer company made more profit than the advertising agency last year		
9.	Everyone has a company car at the advertising agency		
10.	There are more men than women working for Squid		