


## Create A Company

Tags: [advanced](#), [business](#), [intermediate](#), [jobs](#), [kids](#)

The Create A Company ESL project requires students to create their own new businesses, describing what they do and the employees they will need.

 1+  20-40 mins  None

### Setup

Divide the class into groups of two or three.

### Project

1. Elicit and write on the board the following information to include when describing a company: name, industry (e.g. retail, technology), product/service description, employees required (shop assistant, security guard, computer programmer etc.). With business students, include more in-depth information like a business plan, financial forecast etc.
2. Each group creates a company, covering each of the above points.
3. The students then present their company ideas to the class. With business students, this could be in the form of a Dragon's Den/Shark Tank style pitch. Alternatively, the groups could make posters and do this as a trade show/jobs fair type event.

This project leads on well to a number of other activities. Students could advertise for the positions they created (see [Job Adverts](#)), and/or interview potential candidates (see [Job Interviews](#)). If you limit the companies to consumer product-based businesses, it could also form the basis of the [Classroom City](#) activity.

### Target Language

The Create A Company ESL project is clearly a great fit for business English students or a [business](#) language topic. Students can practise using learned vocabulary appropriate to their level e.g. numbers for money, profit/loss, turnover etc.

You can also use it to practise [jobs](#) vocabulary and descriptions with high beginner or low intermediate students. In this case, students should focus on the employees and skills required for their company. Extending the project with [Job Adverts](#) and [Job Interviews](#) is recommended in this case.

For a similar project that is more focused on a single product than the organisation, try [Invent A Product](#).