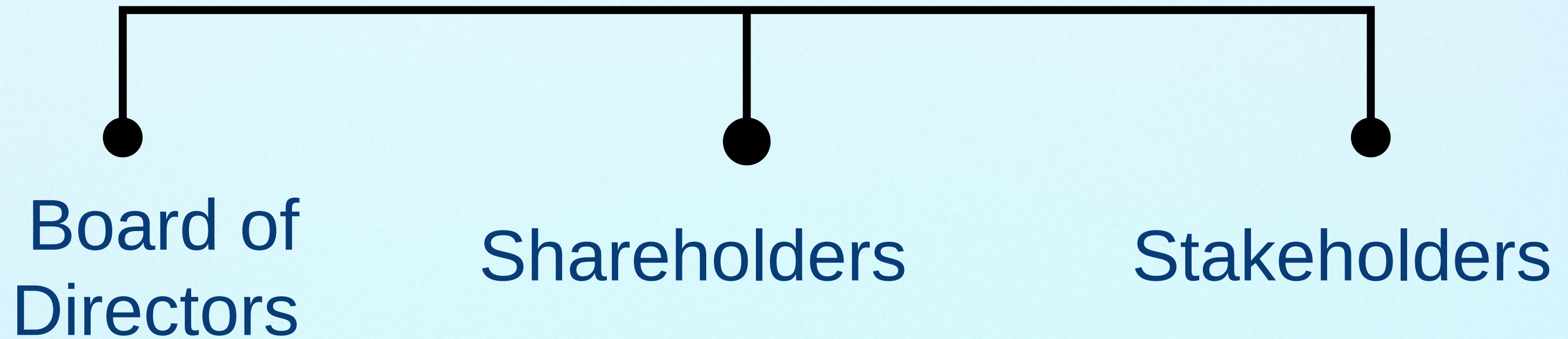




Company Structure2

Roles & Responsibilities

Company Roles 01



1. Board of Directors

Chiefs Final Decisions/Strategic Direction / Long-term Planning

Oversee Overall Governance

Ensure Legal & Ethical Standards

Maximize Shareholder Value

High-Level Decision-Making

Language focus

set a strategy / make a decision
oversee / governance / ethical standard



Shareholders

Provide Capital → Fund Operations /
Growth

Hold Voting Rights

Influence Major Decisions (Meetings)

Ensure Company Accountability



Shareholders

Do shareholders work inside the company?

Do they influence decisions?



Stakeholders

Impact and Interests

Parties affected by company's operations

Employees, clients & community

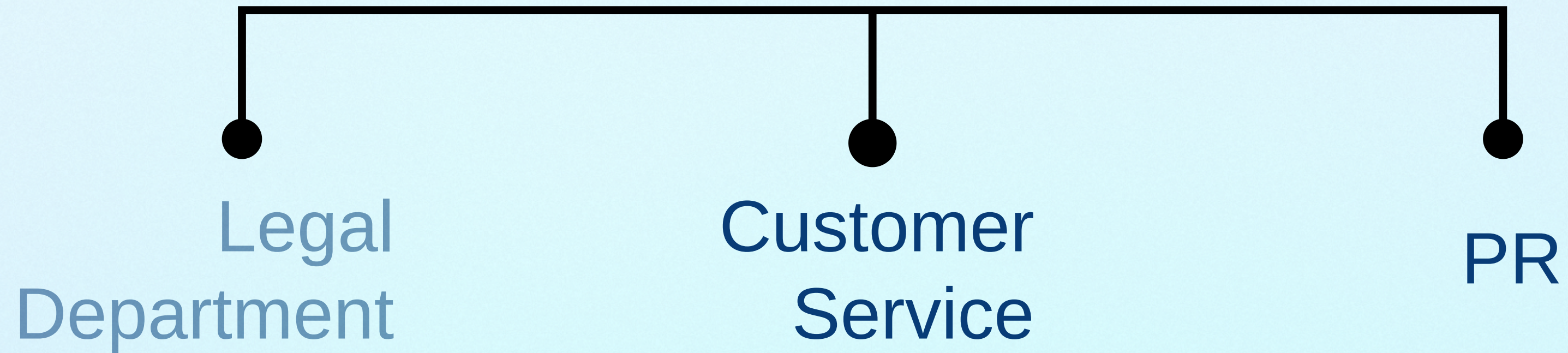
Varieties of interests

Language focus

Affected by / interested in / impact /
community / clients / suppliers



Department functions 02



Legal: Contracts and Compliance

Contracts Management

Regulatory Compliance (Laws & Regulations)

Risk Mitigation / Legal Guidance

Safeguards Company Integrity (from Disputes)

Language focus

contract / regulation / compliance / dispute / risk



LEGAL VS ILLEGAL ACTIONS

1. We sell phones without warranty.
2. We copy another brand's logo.
3. We read laws carefully before launching a product.
4. We collect customer data without permission
5. We write clear contracts before making deal.



Customer Service: Satisfaction and Complaint Management

Ensuring Client Satisfaction

Addressing Inquiries / Managing Complaints

Maintaining Strong Relationships

**Enhancing Company Reputation
(Resolving Issues)**



Public Relations (PR)

Company Image / Reputation Management

Communication with Public & Media

Supports Public Perception

Language focus

press release / reputation / media / public image / communication strategy



Test your comprehension

Match the role to its function in the company

THE ROLE			THE FUNCTION
1	Procurement	C	Acquires supplies and negotiates costs efficiently for the company
2	Public Relations (PR)	E	Handles communication with the media to protect the company's image
3	Shareholders	A	Provides capital and votes on major business decisions
4	Legal	B	Manages contracts and ensures the company follows all laws (compliance)
5	Board of Directors	D	Sets the company's long-term strategy and oversees governance
6	Customer Service	F	Ensures client satisfaction and manages all complaints