

- **1. The first part of the text (lines 1-4) describes the general situation of the company. The main problem is that the company is facing a significant decline in sales.**
- **2. The second part of the text (lines 5-8) discusses the reasons for this decline. The primary cause is a change in consumer preferences, which has led to a decrease in demand for the company's products.**
- **3. The third part of the text (lines 9-12) outlines the company's current strategy to address this issue. The management has decided to implement a series of marketing and sales initiatives to attract new customers and increase sales.**
- **4. The fourth part of the text (lines 13-16) details the specific actions being taken. These include launching a new advertising campaign, offering promotional discounts, and expanding the company's distribution network.**
- **5. The fifth part of the text (lines 17-20) discusses the expected outcomes of these initiatives. The company anticipates a steady increase in sales and a recovery of its market share over the next few quarters.**
- **6. The sixth part of the text (lines 21-24) concludes the report by summarizing the key points and expressing confidence in the company's ability to overcome the current challenges and achieve its long-term goals.**

Questions for Oral Answers

1. **What is the main problem of the company according to the text?**
2. **What are the reasons for the decline in sales?**
3. **What strategy has the company decided to implement?**
4. **What specific actions are being taken to address the problem?**
5. **What are the expected outcomes of these initiatives?**
6. **How does the company conclude the report?**
7. **What is the primary cause of the decline in demand?**
8. **What marketing initiatives are being launched?**
9. **What sales initiatives are being implemented?**
10. **What distribution network changes are being made?**
11. **What is the company's long-term goal?**

