



- **1. The first part of the text (lines 1-4) describes the general situation of the company. It mentions that the company has been successful in the past but is now facing a crisis. The main reason for this is the increase in competition and the decrease in demand for their products.**
- **2. The second part of the text (lines 5-8) discusses the reasons for the crisis. It points out that the company has not been able to keep up with the latest technology and has not been able to adapt to the changing market conditions. This has led to a loss of market share and a decline in sales.**
- **3. The third part of the text (lines 9-12) outlines the company's strategy for overcoming the crisis. It suggests that the company should focus on improving its products and services, and should also look for new markets to expand into. This will help the company to regain its competitive edge and increase its sales.**
- **4. The fourth part of the text (lines 13-16) discusses the challenges that the company will face in implementing its strategy. It notes that the company will need to invest a significant amount of money in research and development, and will also need to hire new staff. This will be a major financial burden for the company.**
- **5. The fifth part of the text (lines 17-20) concludes the report by stating that the company has a good chance of overcoming its crisis if it follows the strategy outlined in the report. It emphasizes that the company must be committed to the strategy and must be willing to make the necessary sacrifices.**

## Questions for Oral Answers

1. **What is the main problem of the company? (lines 1-4)**
2. **What are the reasons for the crisis? (lines 5-8)**
3. **What is the company's strategy for overcoming the crisis? (lines 9-12)**
4. **What are the challenges that the company will face in implementing its strategy? (lines 13-16)**
5. **What is the conclusion of the report? (lines 17-20)**
6. **What is the main reason for the company's success in the past? (lines 1-4)**
7. **What is the main reason for the company's decline? (lines 5-8)**
8. **What is the company's main goal? (lines 9-12)**
9. **What is the company's main strategy? (lines 9-12)**
10. **What is the company's main challenge? (lines 13-16)**
11. **What is the company's main investment? (lines 13-16)**
12. **What is the company's main sacrifice? (lines 13-16)**
13. **What is the company's main commitment? (lines 17-20)**
14. **What is the company's main sacrifice? (lines 17-20)**
15. **What is the company's main goal? (lines 17-20)**

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