



- **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 states that the company has not been able to keep up with the latest trends in the market and has failed to invest in research and development. 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 to overcome the crisis. It suggests that the company should focus on improving its products and services, as well as expanding into new markets. 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 the company will face in implementing its strategy. It mentions that the company will need to invest a significant amount of money in research and development, and it 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 text by stating that the company is confident that it can overcome the crisis and emerge as a stronger and more competitive organization. It emphasizes the importance of innovation and investment in research and development for long-term success.**

## 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 to overcome the crisis? (lines 9-12)**
4. **What are the challenges the company will face? (lines 13-16)**
5. **What is the company's conclusion? (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 failure? (lines 5-8)**
8. **What is the company's main goal? (lines 9-12)**
9. **What is the company's main investment? (lines 13-16)**
10. **What is the company's main challenge? (lines 17-20)**
11. **What is the company's main strategy? (lines 1-4)**
12. **What is the company's main reason for failure? (lines 5-8)**
13. **What is the company's main investment? (lines 9-12)**
14. **What is the company's main challenge? (lines 13-16)**
15. **What is the company's main conclusion? (lines 17-20)**

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