

- **1. The first part of the text (lines 1-4) describes the general situation of the company. It mentions that the company has been operating for many years and is now facing a difficult financial situation. The main reason for this is the high level of competition in the market.**
- **2. The second part of the text (lines 5-8) discusses the company's current strategy. The management has decided to focus on reducing costs and improving efficiency. This will involve restructuring the organization and cutting back on non-essential expenses.**
- **3. The third part of the text (lines 9-12) outlines the company's long-term goals. The management aims to become a market leader in the industry and to expand into new markets. This will require significant investment in research and development.**
- **4. The fourth part of the text (lines 13-16) describes the company's financial performance. The company has experienced a steady decline in sales and profits over the past few years. This is due to a combination of factors, including increased competition and rising costs.**
- **5. The fifth part of the text (lines 17-20) discusses the company's human resources. The company has a highly skilled and experienced workforce, but it is facing a shortage of talent in certain key areas. This is due to the difficulty of finding qualified candidates in a competitive market.**
- **6. The sixth part of the text (lines 21-24) describes the company's marketing strategy. The company has a strong brand and a loyal customer base. However, it is facing increasing competition from new entrants in the market. To maintain its market position, the company must continue to invest in marketing and advertising.**

Questions for Oral Answers

- 1. What is the main reason for the company's financial difficulties?**
- 2. What is the company's current strategy to improve its financial situation?**
- 3. What are the company's long-term goals?**
- 4. What factors have contributed to the company's decline in sales and profits?**
- 5. What is the company's human resources situation?**
- 6. How does the company's marketing strategy compare to its competitors?**
- 7. What are the company's strengths and weaknesses?**
- 8. How does the company's financial performance compare to its competitors?**
- 9. What are the company's main competitors?**
- 10. How does the company's brand compare to its competitors?**
- 11. What are the company's main challenges?**
- 12. How does the company's marketing strategy compare to its competitors?**
- 13. What are the company's main opportunities?**

14. [Redacted], [Redacted], [Redacted]
[Redacted] [Redacted] [Redacted] [Redacted]
[Redacted] [Redacted] [Redacted] [Redacted]

15. [Redacted], - [Redacted] [Redacted] [Redacted]
[Redacted] [Redacted] [Redacted] [Redacted] [Redacted]
[Redacted] [Redacted]

[Redacted] [Redacted] [Redacted] 5 [Redacted] [Redacted] [Redacted] [Redacted] [Redacted] [Redacted]
[Redacted] [Redacted] [Redacted] [Redacted] [Redacted]
[Redacted] [Redacted] [Redacted] [Redacted] - [Redacted] [Redacted] [Redacted] [Redacted] [Redacted] [Redacted] [Redacted] [Redacted]