

- **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 from new entrants in the market.**
- **2. The second part of the text (lines 5-8) discusses the reasons for the crisis. It points out that the company's products are becoming outdated and that its prices are too high. 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 proposes to invest in research and development to create new, innovative products. Additionally, the company plans to reduce its prices to be more competitive.**
- **4. The fourth part of the text (lines 13-16) describes the expected results of the strategy. It predicts that the company will be able to regain its market share and increase its sales. This will allow the company to return to a state of financial stability.**
- **5. The fifth part of the text (lines 17-20) concludes the report. It states that the company is confident that the proposed strategy will be successful. It also expresses a commitment to the company's long-term success and the well-being of its employees.**

Questions for Oral Answers

1. **What is the main problem of the company?**
2. **What are the reasons for the crisis?**
3. **What is the company's strategy to overcome the crisis?**
4. **What are the expected results of the strategy?**
5. **What is the company's commitment to its employees?**
6. **What is the company's long-term goal?**
7. **What is the company's main product?**
8. **What is the company's main competitor?**
9. **What is the company's main market?**
10. **What is the company's main revenue source?**

