

- **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 and profits. This is due to a combination of factors, including increased competition and changing consumer preferences.**
- **2. The second part of the text (lines 5-8) discusses the reasons for the decline. One major factor is the entry of new competitors into the market, which has led to a loss of market share. Another factor is the changing tastes of consumers, who now prefer more environmentally friendly products.**
- **3. The third part of the text (lines 9-12) outlines the company's strategy to address these challenges. The management has decided to focus on product innovation and marketing. They plan to launch a new line of products that are both high-quality and environmentally friendly.**
- **4. The final part of the text (lines 13-16) concludes with a statement of confidence. The management believes that these changes will allow the company to regain its competitive edge and achieve long-term success.**

Questions for Oral Answers

1. What is the main problem of the company? Why is it facing a decline in sales and profits?
2. What are the reasons for the decline? How do new competitors and changing consumer preferences affect the company?
3. What strategy has the company decided to implement? How do product innovation and marketing help address the challenges?
4. How does the management feel about the future? What is their statement of confidence?
5. How do you think the company can succeed in the long term? What factors are most important for success?
6. What role do you think innovation plays in a company's success? How can a company stay competitive in a rapidly changing market?
7. How do you think the company can attract and retain customers? What marketing strategies are most effective?
8. How do you think the company can improve its financial performance? What are the key factors for success?