

- **1. The first part of the text (lines 1-4) describes the general situation of the company. The main reason for the decline in sales is the increase in competition from new entrants in the market.**
- **2. The second part of the text (lines 5-8) discusses the impact of the economic downturn on the company's performance. The decrease in consumer spending has led to a significant drop in demand for the company's products.**
- **3. The third part of the text (lines 9-12) outlines the company's strategy to overcome these challenges. The management has decided to focus on cost reduction and product diversification to maintain profitability.**
- **4. The fourth part of the text (lines 13-16) details the specific measures implemented to reduce costs. This includes streamlining operations, renegotiating contracts with suppliers, and optimizing the production process.**
- **5. The fifth part of the text (lines 17-20) describes the results of the cost-cutting measures. The company has managed to reduce its operating expenses by 15% without compromising the quality of its products.**
- **6. The sixth part of the text (lines 21-24) discusses the company's efforts to diversify its product line. By introducing new product categories, the company has been able to attract a wider range of customers and stabilize its revenue stream.**
- **7. The seventh part of the text (lines 25-28) concludes the report by summarizing the overall performance and the company's outlook for the future. Despite the challenges, the company remains optimistic about its long-term growth prospects.**

Questions for Oral Answers

1. **What is the main reason for the decline in sales mentioned in the first part of the text?**
2. **How has the economic downturn affected the company's performance according to the second part of the text?**
3. **What strategy has the company adopted to overcome the challenges described in the third part of the text?**
4. **Which specific measures have been implemented to reduce costs as mentioned in the fourth part of the text?**
5. **What are the results of the cost-cutting measures according to the fifth part of the text?**
6. **How has the company diversified its product line as described in the sixth part of the text?**
7. **Summarize the overall performance and the company's outlook for the future as mentioned in the seventh part of the text.**
8. **What is the impact of the increase in competition on the company's sales?**
9. **How does the decrease in consumer spending affect the company's demand for products?**
10. **What are the key factors contributing to the company's cost reduction efforts?**
11. **How has the company managed to maintain profitability despite the challenges?**
12. **What are the long-term growth prospects for the company as mentioned in the text?**

