



- **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 points out 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 proposed solution to the crisis. It suggests that the company should focus on improving its products and services, as well as expanding its marketing efforts. This will help the company to attract new customers and increase its sales.**

## Questions for Oral Answers

- 1. What is the main problem of the company? (lines 1-4)**
- 2. Why is the company facing a crisis? (lines 5-8)**
- 3. What are the reasons for the crisis? (lines 9-12)**
- 4. What is the proposed solution to the crisis? (lines 13-16)**
- 5. How can the company improve its products and services? (lines 17-20)**
- 6. How can the company expand its marketing efforts? (lines 21-24)**
- 7. What are the benefits of the proposed solution? (lines 25-28)**
- 8. How can the company ensure its long-term success? (lines 29-32)**

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