

- **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.**
- **2. The second part of the text (lines 5-8) discusses the reasons for this decline. The primary cause is the increasing competition from new entrants in the market.**
- **3. The third part of the text (lines 9-12) outlines the proposed solutions to address the decline. The company should focus on improving its product quality and customer service.**
- **4. The final part of the text (lines 13-16) concludes the report by stating that the company must act quickly to implement these changes to avoid further losses.**

Questions for Oral Answers

1. **What is the main problem of the company? How is it described in the text?**
2. **What are the reasons for the decline in sales? Which one is the most important?**
3. **What solutions are proposed to solve the problem? How should the company improve its product quality and customer service?**
4. **What is the conclusion of the report? Why is it important to act quickly?**
5. **How does the company's current situation compare to its competitors?**
6. **What are the potential risks of not implementing the proposed solutions?**
7. **How can the company improve its marketing strategy to attract more customers?**
8. **What are the key factors for the company's success in the future?**