

- **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 company's decline. It points out that the company has not been able to keep up with the latest technological developments and has lost touch with its customers. This has led to a loss of market share and a decrease in sales.**
- **3. The third part of the text (lines 9-12) outlines the company's current strategy to overcome its problems. It involves a complete restructuring of the organization, a focus on innovation, and a new marketing strategy. The company also plans to invest in research and development to create new products that will give it a competitive edge.**
- **4. The fourth part of the text (lines 13-16) describes the challenges the company is facing in implementing its strategy. It mentions that the company is facing a shortage of skilled staff and is struggling to raise the necessary funds. Additionally, the company is facing a high level of uncertainty in the market, which is making it difficult to predict the future.**
- **5. The fifth part of the text (lines 17-20) discusses the company's long-term goals and the steps it is taking to achieve them. It states that the company's goal is to become a market leader in its industry and to create a sustainable business model. To achieve this, the company is focusing on innovation, customer service, and operational efficiency.**
- **6. The sixth part of the text (lines 21-24) concludes the report by summarizing the company's current situation and the steps it is taking to overcome its challenges. It emphasizes the company's commitment to innovation and its belief that it can overcome its current difficulties and emerge as a stronger and more competitive organization.**

Questions for Oral Answers

1. **What is the main reason for the company's decline?**
2. **What are the reasons for the company's decline?**
3. **What is the company's current strategy to overcome its problems?**
4. **What are the challenges the company is facing in implementing its strategy?**
5. **What are the company's long-term goals and the steps it is taking to achieve them?**
6. **Summarize the company's current situation and the steps it is taking to overcome its challenges.**
7. **What are the company's long-term goals and the steps it is taking to achieve them?**
8. **What are the challenges the company is facing in implementing its strategy?**
9. **What are the company's long-term goals and the steps it is taking to achieve them?**
10. **What are the challenges the company is facing in implementing its strategy?**

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.