Test n°2

Ingles intermedio II

BUSNEGO BARRIENTOS, NATHALIA C.

2022

Boss: "So, let's review the sales performance of our foreign branches and decide which one to close. What do you think?"

Me: "I think it's important to carefully consider the data before making a decision. According to the sales data Mary gathered, the foreign branches had mixed results in the first half of the year. The branch in Venezuela had significantly lower sales compared to the other branches, with the main reason being a downturn in the local economy and increased competition from local businesses. Additionally, the cost of operating the branch in Venezuela is higher due to higher rent and labor costs. Based on this information, I think it would be financially beneficial to close the branch in Venezuela."

Boss: "I see what you're saying, but the branch in Venezuela has a lot of loyal customers and we don't want to lose them. How do you propose we handle that?"

Me: "I understand your concern about losing customers. One option could be to explore ways to serve these customers through other channels, such as online sales or partnerships with local retailers. We could also offer them incentives to switch to our online platform or consider offering special discounts to encourage them to continue doing business with us. Additionally, we could consider opening a smaller, more cost-effective location in Venezuela rather than completely closing the branch. These are just a few ideas, and I'm open to discussing other options as well."

Boss: "Okay, I see your point. Let's take some time to consider these options and see if we can come up with a solution that meets the needs of our customers and is financially viable for the company."

Me: "That sounds like a good plan. I'll do some more research and come back with more detailed proposals for how we could address the challenges in the Venezuelan market.