

## 6 . Business report

1. Patric & Sons a..... r..... profits for last year , despite of a slight decline in demand for their key product .
2. Increasingly f..... c..... made the company allocate a significantly larger part of their development budget to marketing comparing to last year .
3. We're already well on the way to m....ing our t.....s for the first quarter .
4. A new model of the iPhone is g.ing into p..... next month .
5. We need to devise a new creative strategy that'll b.... our s....s and profits even more .
6. Mike Molloy will c... the committee for the first time working on this scheme .
7. In the next advertisement , let's put more emphasis on the u..... selling p....s of our product .
8. This development will p... d.....s for everyone living or working in the area .
9. His proposal made s..... business s..... .
10. We'll do everything in our capacity to p..... the i..... of our shareholders .
11. Unfortunately , our manufacturing capacity is not enough to s..... the d.....s so we had to resort to outsourcing .
12. Crocs' t..... m..... is mainly teenagers or young men .
13. The CEO's held an e..... m.....ing last night to discuss the oncoming crisis .
14. The h..... in p....s is threatening to seriously affect our bottom line .
15. It's a considerable challenge for us as we already operate on narrow p.... m.....s .
16. However , we have set ourselves c..... o..... and are confident we will still be able to make it .
17. Our expenses this month are unusually high so we have to b..... the b.....s to make sure we're not going to turn zero profit next month .
18. Don't worry , we are not c....ing in the r.....s yet.

---

### 1 . To announce Record profits vs Meager profits (for )

- *Record profits mean a strong business with its jobs secure*
- *Meager profits mean a business is weak and its jobs are insecure*

## **2 . Fierce competition**

- *Never ~~high~~ competition*

## **3 . To meet targets**

- *To reach an expected ( good ) result*

## **4 . To go into production**

- *If something goes into production it means it is going to start being made*

## **5 . To boost sales**

- *To increase , raise*

## **6 . To chair the committee**

- *To head the committee*

## **7 . Unique selling point**

- *A feature or product that makes it especially attractive for customers*

## **8 . To pay dividends (for)**

- *To bring advantages*

## **9 . To make sound business sense**

- *To make a lot of sense business wise*

## **10 . To promote the interest of ..**

- *To contribute to the growth*

## **11 . To satisfy the demands (of)**

- *To supply fully with something in demand*

## **12 . Target market**

- *A target market is a specific group of people with shared characteristics that a business markets its products or services to .*

## **13 . Emergency meeting**

- *An emergency meeting is held when a crisis or a serious problem comes up .*

## **14 . Bottom line**

- *Net income*
- *The final total of an account*

## **15 . To operate on narrow profit margins**

- *a narrow profit margin means a selling price of a good isn't much higher than its production cost .*
- *If you have to operate on narrow profit margins then you are very likely in a very competitive industry and offering products that aren't unique .*

## **16 . To set ourselves clear objectives**

- *To set reachable goals and focus on the important matters*

## **17 . To balance the books**

- *Make sure the amount spent doesn't exceed the amount earned*

## **18 . To call in the receivers**

- *To go bankrupt*

## **Describing trends**

*We don't use the verb to ~~have~~ when referring to ;*

- Sales
- Profits
- The market
- Exports / imports

*Use these verb instead ;*

- see
- experience
- show

*With nouns that mean a change of trends such as these ;*

- a rise
- a fall
- a decline
- a growth

## Common mistakes

**1 .**

A slight decrease / increase and NOT a ~~little~~ decrease .

A substantial decrease / increase and NOT a ~~strong~~ increase

**2 .**

Exports are five times greater ( NOT ~~larger~~ ) than imports