

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