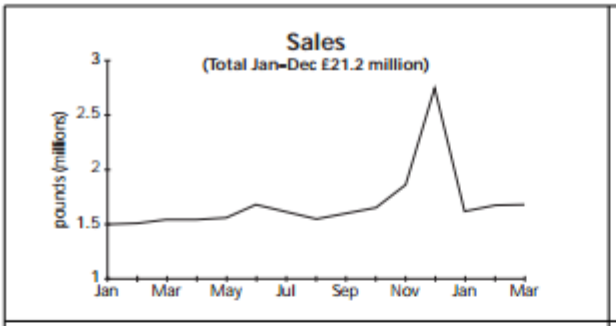
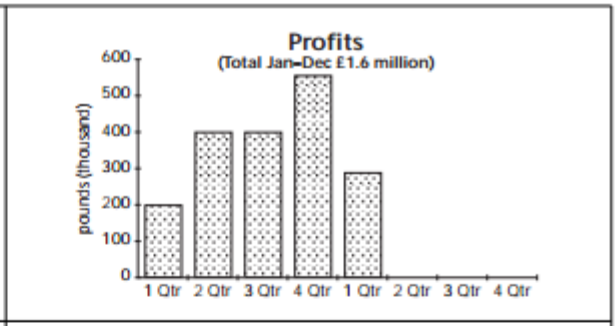
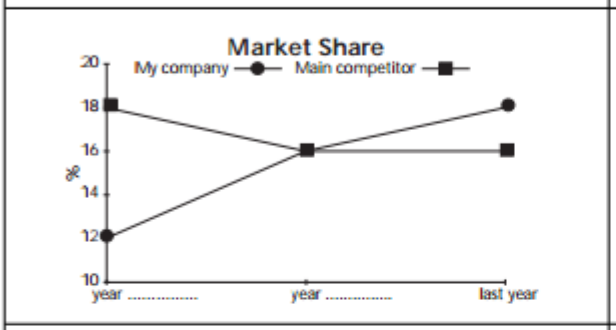
Co-funded by the Erasmus+ Programme of the European Union

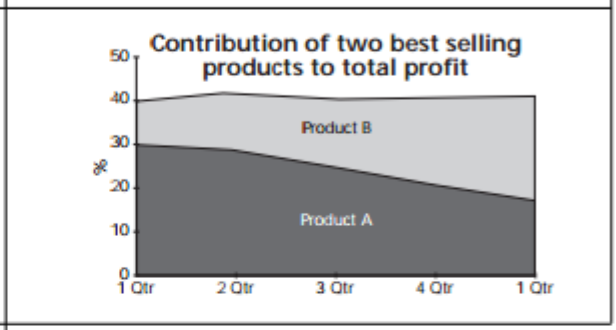
MODULE 12 - LESSON 12 - HANDOUT 2

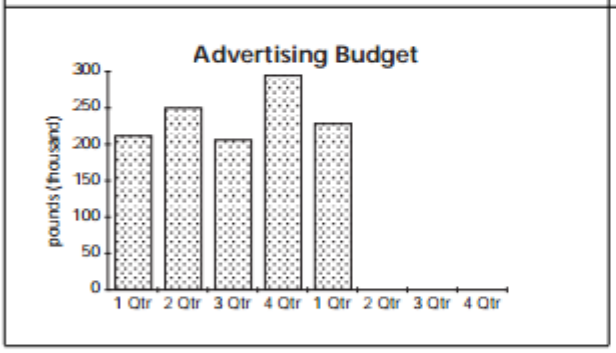
Study the graphs below which show information for an imaginary company. Note that it is now April and the graphs refer to last year and the first quarter of this year.











Market predictions for this current year, based on the figures above:

Total sales _____

Total profits _____

Market share _____

Ideas for new products:

_____

Now work with a partner. You both work for the imaginary company referred to in the graphs.

Name of company: _____

Main business area: _____

The graphs refer to your company, so:

- Describe and discuss the trends
- Invent reasons for the main movements during your discussion
- Complete the market predictions and think of ideas for new products

Now work with a new partner. Student A discuss the business you have just invented: describe and explain the graphs and talk about your predictions for the current year. Student B ask questions. Change roles when you finish.