

## SPEAKING

## Have their sales increased this year?



4. Work with a partner. Read the information. Pen and Paper, a large retailer of office supplies and equipment, is for sale. This year the company invested in developing a website and is now selling products online. Your company is thinking of buying it. Look at the chart. Discuss how the company has performed.

**Example**

- A: Sales have fallen from 7.2 billion dollars last year to 4.4 billion this year.  
 B: That's quite a change. They've also lost market share. Last year...

## PEN AND PAPER: TWO-YEAR PERFORMANCE

	Last year	This year
Sales figures	\$7.2B	\$4.4B
Market share	48%	37%
Stores opened	120	60
Products offered (stores)	12,000	7,000
Products offered (online)	—	15,000
Distribution centers	3	5
Employees hired	300 (sales people)	100 (technical workers)
Profit	\$60M	\$46M
Earnings per share	92 cents	50 cents

5. Discuss the questions.
- What do you think will happen to Pen and Paper in the future?
  - Should your company buy Pen and Paper?

## Conversation Strategies

## Summing Up

- So, basically \_\_\_\_\_
- What I'm saying is \_\_\_\_\_
- So, overall \_\_\_\_\_