

3.3

Company performance

Lesson outcome

Learners can write about a company's performance.

★ Lead-in 1A How do you receive communication from your place of work/study?

- blog post website newsletter
 emails intranet other _____

B How often do you receive this type of communication? What is it usually about?

★ Reading Past successes and challenges

2A Read the email about KwikBike. Did they succeed? Tick (✓) Yes or No for points 1-6.



Target	Yes	No
1 Hit the target number of new shops		
2 Get to know corporate customers very well		
3 Advertise to win more customers		
4 Win customers in the Overton area		
5 Create a booking system		
6 Make booking fast		



To: all staff
From: simon.owen@kwikbike
Subject: Another great year for KwikBike - Thank you

Monday 22 December

Dear Team,

First, a big thank you for all your hard work in the last year. We **made** good progress at KwikBike. We **grew** our retail business from ten stores to twelve and we **built** strong relationships with important corporate customers. Unfortunately, we **didn't hit** our target of fourteen stores, so we need to investigate new areas for business.

We also **went** to bike events, **bought** advertising there and offered discounts, and this **won** new business, especially in the Northside area. However, we **didn't win** any new business in the Overton area so we want to make progress there next year. We also **spent** \$10,000 on our online booking system. Our sales started to increase, but some customers **had** problems with it. We need to improve this system as soon as possible so we don't lose sales.

Overall, it **was** a great year. Well done everyone! I look forward to next year.

Best regards,

Simon Owen

B Match the verbs in bold in the email with their present form.

- | | | | |
|--------------------|---------|---------|-------------|
| a hit - <i>hit</i> | d have | g buy | j go |
| b make | e build | h spend | k don't hit |
| c win | f grow | i be | l don't win |

C Answer the questions.

- How many shops did KwikBike have at the beginning of last year? _____
- How many shops do they have now? _____
- Where did they advertise? _____
- Where did the advertising win new business? _____
- How much did they spend on their online booking system? _____

➔ page 98 See Pronunciation bank: /ɜ:/ and /ɔ:/

Communicative
grammar

▶ TALKING ABOUT THE PAST (2)

→ Grammar reference: page 106

+/- Irregular verbs

We **grew** our retail business.It **was** a great year. We **made** good progress.

Negatives

We **didn't grow** our retail business.It **wasn't (was not)** a good year.

★ 3 Complete the sentences with the correct form of the words in the box.

buy hire make (x2) miss not buy not grow not meet win

- We _____ our sales targets, so we need to find new customers.
- We _____ new desks, but we _____ any new chairs.
- We _____ a new Sales Manager and we hired a new Office Manager.
- We _____ new business, but we also _____ some mistakes.
- We _____ our retail business, so we need to work on this next year.
- We _____ some sales targets. However, we _____ a lot of money in other areas.

★ T Teacher's resources:
extra activities

★ 4 Complete the summary with the correct past form of the verbs in brackets.

Summary of last year

We ¹ didn't have (not have) any problems in our retail business and we ² _____ (make) good progress.

We:

- ³ _____ (hit) our sales targets.
- ⁴ _____ (buy) new equipment and made production faster.
- ⁵ _____ (win) new customers in some areas.
- ⁶ _____ (not spend) too much money. We were €150,000 under budget.

What we need to do next.

We:

- ⁷ _____ (not build) any new business relationships in new markets. We need to build more next year, especially in South America. We have plans for the sales team to visit new customers very soon.
- ⁸ _____ (not grow) our sales profit in China. This is a key market for us, and we want to continue to grow here.

Writing 5 Read the notes about a company's performance last year. Write an email about the performance to the new Sales Manager.

**SUCCESSSES**

spent €16,000 on advertising = won a lot of new business in North America; made progress in areas with lots of competition – Japan, South Korea

CHALLENGES

no growth of export business because sales targets not hit in Europe – customers didn't buy new product immediately

REASONS TO BE POSITIVE

good relationships built with new customers in Europe last year – we can increase sales in first six months this year

AIMS

hire more Sales Reps to sell new products in Europe

Dear Anthony,

Welcome to the team! Here is a summary of last year's sales report.

At the start, ...

Writing Company performance

1 Complete the company performance report with the phrases in the box.

a big thank you but we grew to twenty but we had some problems
 but we need to spend more next year it was a good year our sales were €26,000
 we need to build strong relationships we won five new customers outside London

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Subject: MegaMugs second year

Dear Team,

First, ¹ _____ for all your hard work this year. We had a good year, ² _____. We had a sales target of €30,000 but we didn't hit it. ³ _____, €4,000 under. We wanted to grow our number of customers to twenty-five shops, ⁴ _____, five shops under our target. ⁵ _____ with customers. We hired three more sales reps and, as a result, ⁶ _____ and grew our export business with more sales in the USA.

We spent €1,500 on online advertising, ⁷ _____ to hit all our targets.

Overall, ⁸ _____. Well done!

Regards,
 Franco Volpe

2 Read the notes about Envirolite trainers. Tick (✓) Yes or No for points 1-6.

Successes
 Hit our sales target of €600,000 – grew our UK retail business from two to four shops
 Spent €9,500 on advertising – won nine new customers

Challenges
 Made some mistakes – online business didn't hit its target because we had problems with the online shop – didn't grow our export business

Aims for next year
 – Spend more on advertising next year
 – Spend money on a new online shop
 – Hire more sales reps to work in Europe so we can hit our export targets

Second year targets	Success?	
	Yes	No
1 Hit sales target		
2 Hit online sales target		
3 Grow UK retail business		
4 Advertise to win more customers		
5 Create a good online shop		
6 Grow export business		

3 Write an email about Envirolite trainers' performance. Use the notes and the table in Exercise 2.

Dear Team,

First, ...