

EXERCISE 2 Fill in the blanks and read the dialogue.
空欄を埋めて、ダイアログを読みましょう!

Joanne To begin _____ our chain's performance last year, let's first look at the _____ sales growth for each of our four branches. _____ this graph, you can see that sales growth was most pronounced at the London branch. That location was _____ one floor to two floors the _____ year. Thanks to the expansion, sales _____ 28%.

There was also strong growth at the Tokyo _____. A new ad campaign tailored to the Japanese market led to a 9% _____ the previous year.

Conversely, in the United States, _____ were sluggish everywhere due to the weak _____. As a result, sales stagnated at our New York branch and dropped by 3% at our Los Angeles branch. _____ our competitors experienced greater losses, and in some cases they _____ close stores.

FOLLOW UP QUESTIONS | 関連情報

Question 1

» What did the company do in Japan?

Answer 1

- a. It expanded a branch.
- b. It moved to another location.
- c. It closed a store.
- d. It created an ad campaign.

Question 2

» How much did sales decrease at the Los Angeles branch?

Answer 2

- a. By 3%
- b. By 4%
- c. By 8%
- d. By 9%

EXERCISE 3

Practice speaking using the following scenarios.
それぞれの状況に沿って、スピーキングを練習しましょう!

Talk 1

You are a manager at a factory.
You are giving a presentation on changes to your manufacturing flow.
After making the changes, productivity at the factory has increased by 5%.
Explain this positive result to the audience (your teacher).

Talk 2

Your company recently re-designed its web site.
You are giving a presentation to management (your teacher) on the results.
Customers are more satisfied with the new site because its design is simpler.
Explain the cause and effect to the audience.

Talk 3

You are giving a presentation on the effects of new banking regulations.
The data show that fewer people are borrowing money because of the new regulations.
Give the reason for the decrease in borrowing to the audience (your teacher).

WORDS & PHRASES | 単・熟語表現の紹介

» pronounced / 目立った » tailor / しつらえる、調整する » lead to / 導く » conversely / 反対に
» sluggish / のろのろとした » due to ~ / ~のために » as a result / 結果として » stagnate / 沈滞する

HOMEWORK

Writing 1

You are the head of an architecture firm.
In recent weeks, your team has worked very hard on a bid for a major project.
You have just learned that your company has won the bid.
Write an e-mail to your team explaining the positive result of their hard work.

Writing 2

Your company is opening a new office in Barcelona.
It is currently looking for employees from other branches
who would like to transfer there. You have decided to apply for a transfer
because you have always wanted to try living in Europe.
Write an e-mail to the human resources manager,
Mr. Villa, explaining the reason why you are applying for the transfer.