A. Make sure that you can say numbers correctly. Say these.

14 40 17 70
2,500 (two ways) 2,560 2,516 25,600 25,660
200,000 225,800 340,000 3,400,000
3.8 3.88

B. 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.

C. 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

C. 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.


**Paragraph 1**

Fill in the gaps using words from the box.

**Cause and result**

1. Profits increased last month ________________/_______________ our new sales campaign.
2. Profits increased last month _______________ we had a new sales campaign.
3. Our new sales campaign ________________/_______________ an increase in profits last month.

**Contrast**

4. We had a reasonable year in Asia, _______________ sales fell a little in Japan.
5. _______________ the fall in sales in Japan, we did quite well in the rest of Asia.
6. Sales in Asia last year were quite strong, _______________ the previous year had been very disappointing.

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**Although / in spite of / whereas**

Although: In example 4 above the main information is about Asia. The other fact introduced by although (about Japan) contrasts with it and is surprising.

In spite of: In example 5 the main information is also about Asia. Now it is this that seems surprising.

Whereas: In example 6 there is a comparison of information of equal importance and no surprise.

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Look back at examples 4–6 and make grammar rules by crossing out the wrong words:

although / in spite of / whereas is followed by a noun clause (no verb).
although / in spite of / whereas are followed by subject + verb.

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**Paragraph 2**

One of these phrases sounds strange. Which one? What is the problem?

Prices increased We increased our prices Prices fell We fell our prices

Read the information about ‘Types of verb’ and complete the examples with words from the box.

**Types of verb**

1. **Transitive/Intransitive verbs** can be used with or without an object.
   We’ll improve/recover/ _________________ / _________________ our market share.
   And, using the same verbs:
   Our market share will improve/recover/ _________________ / _________________.

2. **Transitive verbs** are always followed by an object.
   We’ll raise/lower/ _________________ / _________________ her salary.
   (But not Her salary will raise.)

3. **Intransitive verbs** are never followed by an object.
   Inflation will rise/fall/ _________________ / _________________.
   (But not This policy will rise inflation.)

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Refer back to section B. This time prepare a written presentation on trends in your imaginary company. Use a good variety of language for describing and explaining trends.
**A** Label these graphs with words from the box.

- to increase
- to fall
- to be above/below
- to stay the same
- to be above/below
- to reach a peak
- to hit a low
- to drop back
- to recover
- to stand at
- to remain high
- to fluctuate and then to level off

1. [Graph 1]
2. [Graph 2]
3. [Graph 3]
4. [Graph 4]
5. [Graph 5]
6. [Graph 6]
7. [Graph 7]
8. [Graph 8]
9. [Graph 9]
10. [Graph 10]
11. [Graph 11]

**B** Answer questions 1–12.

Label these charts with words from the box.

- (line) graph
- bar chart
- pie chart
- table

1. [Chart 1]
2. [Chart 2]
3. [Chart 3]
4. [Chart 4]

Choose the correct words to complete this presentation extract.

I’d like you to look at the (5) graph/graphic, which shows our sales in the first (6) half/quarter of this year. The vertical axis represents sales in millions of (7) unities/units. As you can see from the graph, sales rose from 5.6m in January (8) until/to a (9) figure/number of 5.8m in June. In other words, sales rose (10) with/by 0.2m.

11. **Choose the correct preposition.**
   
   a. Sales increased by/of/in 3%.
   
   b. There was an increase in sales by/of/in 3%.
   
   c. There was a 3% increase by/of/in sales.

12. **Say if these things are good news or bad news:**

This extract is from a presentation about company results. The presenter is talking about the four graphs below. Fill in the gaps using words from the box.

- spite
- improvement
- figures
- considerable
- leveled
- recover
- reach
- due
- beginning
- rising
- over
- stable
- steadily
- relation

Earlier this year our sales (1) _________ were not looking good. Sales had fallen to 1100 units, and at the (2) _________ of March we appointed a new Marketing Director. During April sales began to (3) _________, although they fell back again in May, probably as a result of seasonal factors. In July and August there was a (4) _________ _________, but in the last few months the growth in sales has (5) _________ off and we probably won’t (6) _________ our target of 1600 units by the end of the year.

Our market share remains (7) _________ at about 12% in (8) _________ of very aggressive discounting by our main competitor.

Income from company investments is (9) _________ _________ at the moment, while our income from sales has, unfortunately, been rather flat over recent years.

In (10) _________ to the economic context in which we operate, the outlook remains uncertain. This is largely (11) _________ to changes in interest rates, which have been going up gradually (12) _________ the last few months.

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Cover the presentation extract above with a piece of paper but leave the graphs showing. Work with a partner. Student A describe and explain the graphs in your own words. Student B ask questions.

Prepare and give a presentation to describe and explain some trends in your company. Use simple graphs to support your presentation. Invite and answer questions at the end.