

## Lesson 1.5

### Writing: Investment research

#### A In each pair, decide whether paragraph a or b is better.

**1 a** An issue is that this company has only been in the market for two years and has few clients. Another important issue is that the senior management team is relatively inexperienced.

**b** There are two main issues. The \_rst is that this company has only been in the market for two years and has few clients. The second is that the senior management team is relatively inexperienced.

**2 a** So, we can summarise the strengths and weaknesses of this company. They have the patent on a new production process, whereas they have an experienced senior management team. In addition, the potential market for their products is quite small as they supply a niche segment that wants tailor-made solutions.

**b** So, we can summarise the strengths and weaknesses of this company. They have the patent on a new production process and in addition they have an experienced senior management team. On the other hand, the potential market for their products is quite small as they supply a niche segment that wants tailor-made solutions.

**3 a** Scandinavian countries such as Denmark and Sweden have been early adopters of this technology. Chart 1 below shows the rate of adoption of the technology in Denmark and chart 2 compares Denmark, Sweden and Norway as a group with other European countries.

**b** Scandinavian countries such as Denmark and Sweden have been early adopters of this technology. Chart 1 below shows it clearly and chart 2 compares them with other European countries.

**4 a** There are many problems with this project. One of the problems is the unrealistic timescale and another of them is the multiple stakeholders who slow down the decision-making process.

**b** There are many problems with this project. One is the unrealistic timescale and another is the multiple stakeholders who slow down the decision-making process.

**5 a** Basically, we have two choices. One option is to invest in the company now and another is to wait for a year or so until they have built a track record and got more customers. I think that waiting is the better choice.

**b** Basically, we have two choices. One choice is to invest in the company now and another is to wait for a year or so until they have built a track record and got more customers. I think that the better choice is to wait for a year.