

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		