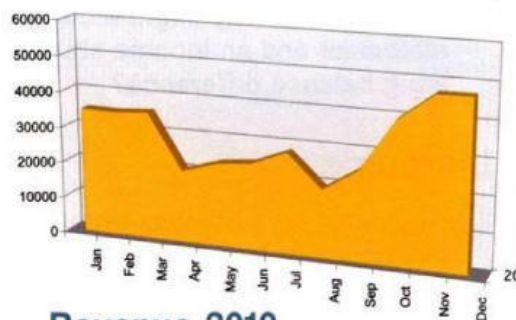




Between January and March, revenue **hovered** around \$35,000. In April, the cost of goods went up **slightly**. As a result, we increased prices. This had a negative effect on sales. In fact, revenue **plummeted sharply** to \$20,000.

From April to June, revenue **stabilized** and **steadily** increased. In July, sales dropped **dramatically** from \$28,000 to just \$19,000. This was the result of a new competitor opening up across town.

We **recovered** quickly in September just before the busy season. This was partly due to a sharp **decline** in cost of goods. It allowed us to lower our prices. From October through December, we experienced our usual seasonal increases.



Revenue 2010



GRAND
TOY
COMPANY



Get Ready!

- 1 Before you read the passage, talk about these questions.

- What words describe changing amounts?
- What are some of the ways to say something increased or decreased?

Reading

- 2 Read the graph and the company's annual report. Then, mark the following statements as true (T) or false (F).

- Revenue usually increases during a certain season.
- Revenue dropped after a new store opened.
- The company's revenue declined from April to June.

Vocabulary

- 3 Match the words (1-5) with the definitions (A-E).

- | | |
|---------------|------------------|
| 1 — steadily | 4 — slightly |
| 2 — stabilize | 5 — dramatically |
| 3 — plummet | |

- A to stop changing
B to drop very far quickly
C without much change; consistently
D with great, rapid change
E to change in a small way

- 4 Fill in the blanks with the correct words from the word bank.

word BANK

hovered recovered declined sharply

- The company _____ from its losses.
- Sales _____ and the company went out of business.
- Net income had minimal movement; it _____ at a moderate level.
- Due to a large increase in costs, profits fell _____.

- 5 Listen and read the annual report again. What enabled the company to drop their prices?

Listening

- 6 Listen to a conversation between a manager and an accountant. Choose the correct answers.

- 1 What is the dialogue mostly about?
 - A the effects of competition on setting prices
 - B reasons why the company must decrease prices
 - C the results of the holiday season price increases
 - D the causes of changes in sales revenue throughout the year
- 2 What caused an additional increase in sales revenue?
 - A a decrease in prices
 - B an increase in advertising
 - C an unusually busy holiday season
 - D a competitor going out of business

- 7 Listen again and complete the conversation.

Accountant: Here's the sales report, Mr. Porter.

Manager: Ah, yes, thank you. Wow. Sales revenue really 1 _____ in April.

Accountant: Yes, it did. I'm 2 _____ why.

Manager: Well, it was 3 _____ a result of our price increases.

Accountant: That 4 _____. But why did sales increase so much from October to December?

Manager: Well, that's the holiday season.

Accountant: Yes, but I've never seen sales go 5 _____. What else caused it?

Manager: It's probably 6 _____ Mike's Toy Shop going out of business. They were major competition.

Speaking

- 8 With a partner, act out the roles below based on Task 7. Then switch roles.

USE LANGUAGE SUCH AS:

Wow. Sales revenue really ...

I'm not sure why.

It's probably due to ...

Student A: You are an accountant. Talk to Student B about:

- rising/falling revenue
- causes

Student B: You are a manager. Answer Student A's questions.

Writing

- 9 Use the graph and the conversation from Task 8 to fill out the sales report. Make up a name for the accountant.

2010 ANNUAL SALES REPORT

Prepared by _____

Between January and March, sales revenue _____

In April, the cost of goods increased _____

As a result, we increased prices _____

sales revenue plummeted _____

In July, sales revenue, although previously stabilized, _____

This was a result of _____

From October through December, _____