

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.