Name:_____

LCCI Writing

Situation

You work for a large company which manufactures and sells camping equipment. You have been asked to write an executive summary of the annual report. Look at key information you have noted down previously and write the summary report.

Annual report – executive summary notes

- Challenging year – results mixed
- Europe / North America = economic slowdown – Europe sales down 9% & N America 7%
- Australia / SE Asia = booming economies = 30% of total sales
- Total growth 2.5%
- Total sales $23 million
- Lower operating costs needed
- Investment = factory in India
- Dividends 2%
- Future plans – lower costs, restructuring – looks good

Task

Write your summary report. Write about 250 words.

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