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## 22 Describing business trends

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Write an email to a colleague or business contact describing some business trends.

Prepare the situation using the questions below. The information can be real or imaginary.

- What is your company's business? What products/services do you offer?
- What is your position in the company?
- Choose two things in your business context with a change that can be measured.  
*Ideas:* sales and market share; sales and profits; sales of two different products; budgets for two different projects or products; inflation and unemployment; your own ideas.
- What are the trends?  
*Ideas:* up, down or stable? slow or rapid change? over what time period?
- Who are you going to write to about these trends?  
*Ideas:* a colleague from another department who asked for the information; a colleague in another country; someone new to the team who needs some background information; or perhaps your line manager.

Now write the email.

When you finish, work with a partner. Check each other's grammar, spelling, punctuation and style. Is everything clear, well-structured and easy to understand?

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### FOLLOW-UP

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Write a second email with your thoughts about the future situation.