



Business course, level A2

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How to write a company performance report

Na kraju godine, stiže novi član u tvoj tim i ti želiš/trebaš da podeliš godišnji učinak kompanije sa njom. Naravno, poslaćeš imejl, a evo nekih ideja šta bi moglo da se nađe u to mejlu: **success - spent 8,000 euros on advertising; challenges - no growth of export business due to Covid-19 crisis, aims - hire more sales rep to sell new products**. Sećaš da pismo mora da ima uvodnu frazu, koleginica se zove Jill, poželi joj dobrodošlicu i uputi je u dešavanja.

Dear Jill,

Welcome to our team! Here is a summary of last year's sales report.

Our advertising campaign was a success. We spent 8,000 euros on advertising and made progress in new markets such as Bosnia and Macedonia.

Unfortunately, due to the Covid-19 crisis, we didn't have growth of export business in Europe, as customers didn't buy new products immediately.

Our aim for the next period is to hire more sales reps to sell our new products in Europe.

We are glad to have you in our team.

*Best wishes,
Dragan*

Sada kada imaš ovaj model, tvoj zadatak je da napišeš novi mejl u koji ćeš uključiti sledeće delove:

Success:

- **No problems in the retail business**
- **Hit target sales**
- **Bought new equipment, made production faster**

Challenges:

- **Didn't build any new business relationships in new markets**
- **Didn't grow sales in Germany**

Aims:

- **To attract new customers in Germany**
- **To increase sales in Germany**