

Topic 7.6 Business Performance – Relative share and trends with figures

- **hold** (holds, holding, held) VERB
hold sway over VERB

We use the verbs **hold** or **hold sway over** as an alternative to the verb 'have'. **Hold sway over** also implies control.

According to Reuters, Mr. Berlusconi holds sway over 90 percent of Italy's broadcast media through his private media holdings.

Several verbs can substitute the verb 'be' when talking about figures.

- **make up** (makes up, making up, made up) VERB
- **account for** (accounts for, accounting for, accounted for) VERB

We use the verbs **account for** or **make up** to talk about the relative share of something.

*Hybrid vehicles account for a quarter of Toyota's US sales.
Hybrids made up 1.6 per cent of total US light vehicle sales last month.*

- **reach** (reaches, reaching, reached) VERB
- **stand at** (stands at, standing at, stood at) VERB

We use the verbs **stand at** and **reach** to focus on a specific figure.

*Sales of the Toyota Prius, the top-selling hybrid, reached 9,850 in August.
Sales of the Toyota Lexus stood at 2,607 last month.*

- **up from** (PREP)
- **down from** (PREP)

If a figure is **up from** or **down from** another figure, it provides information about a previous quantity.

*Toyota has sold 72,849 Priuses this year, up from 31,406 in January-August 2004.
In August the index was at 51.1, down from 52.7 the previous month.*

- **double**
- **triple**
- **treble**
- **quadruple**

1. VERB When sales **double**, **triple/treble** or **quadruple**, they increase two, three or four times, respectively.

2. ADJ

*Sales of Honda's smaller Civic hybrid more than trebled in August.
The firm's boss, Martin Winterkorn, aims to triple sales by 2018.
Almost a third of respondents said they would consider buying a hybrid, quadruple the number in July.
Last year 2,711 (Rolls-Royce motor cars) rolled off forecourts compared with 1,002 the year before – more than double the previous high in 2008.
Toyota's profits in 2014 are quadruple those of GM, Ford and Chrysler Fiat combined.*

- Prepositions with figures (**by**, **of**, **to**, **at**)

We can describe a trend by looking at the *difference* between two levels or by looking at the *end point*.

Describing the difference between two levels (**by**, **of**)

This year sales have increased by 10 per cent.

This year there has been an increase in sales of 10 per cent.

Common collocations

To fall by + <i>figure</i>	a fall of + <i>figure</i>
To rise by + <i>figure</i>	a rise of + <i>figure</i>
To drop by + <i>figure</i>	a drop of + <i>figure</i>
To jump by + <i>figure</i>	a jump of + <i>figure</i>
To soar by + <i>figure</i>	
To slump by + <i>figure</i>	a slump of + <i>figure</i>

Describing the end point (**to**)

This year profits have risen to \$2m.

This year there has been a rise in profits to \$2m.

Department store sales have slumped to a record low.

Common collocations

To fall to + <i>figure</i>	
To rise to + <i>figure</i>	
To drop to + <i>figure</i>	
To jump to + <i>figure</i>	
To soar to + <i>figure</i>	
To slump to + <i>figure</i>	
To slump to a new/record low	
A decrease of + <i>figure</i>	
An increase of + <i>figure</i>	
A decrease of + <i>figure</i>	

With the verbs *peak*, *spike*, and their nominal equivalents – *peak* and *spike* – we usually use **at** although sometimes **to** is used with the verb.

Net lending peaked at £6.26bn.

Onion prices had peaked to ₹57 per kg on August 22.

There was a spike at about 3500 requests in the first minute after the contest, which faded pretty quickly.

- **percentage point**

A **percentage point** is the simple numerical difference between two percentages.

- **per cent**

A **percentage** is a number or ratio expressed as a fraction of 100.

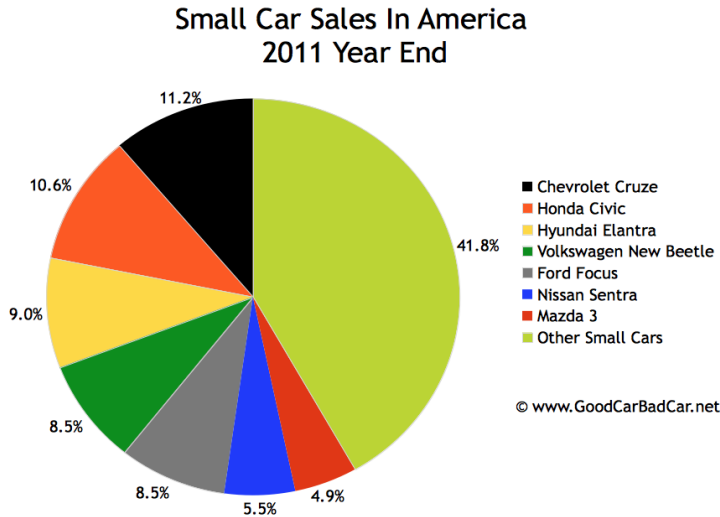
For example an increase from 40% to 50% corresponds to a 10 *percentage point* increase or a 25 *per cent* increase.

The G20 nations will aim to increase global growth by at least two percentage points over the next five years, but are yet to endorse a clear action plan to achieve the target.

- **basis point**

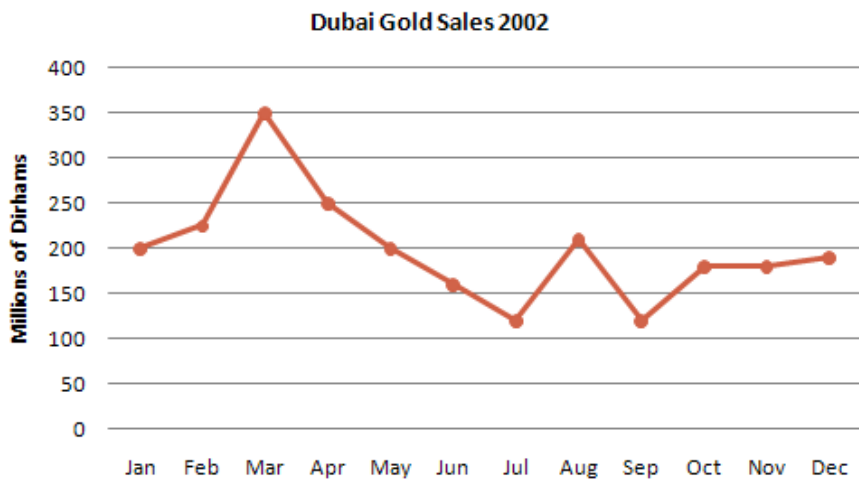
A **basis point** is one hundredth of one per cent (0.01 per cent) so 100 basis points (bps) is equal to 1 percentage point.

1. Consider the graph. Mark the sentences true or false. Correct the false ones.



- Sales of the Honda Civic accounted for less than 10% of small car sales in America in 2011.
- Mazda and Nissan each held less than 5% of small car sales in America in 2011.
- Small cars from other manufacturers made up almost half of the sales in 2011.
- Chevrolet's share of the small car market in America in 2011 stood at around 10 %.

2. Consider the graph. Complete the text with the words in the box.



doubled	to (5x)	from (2x)	reaching	of (2x)
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The main season for sales is in the December to May period. Sales were consistently above 200 million dirhams per month, rising sharply a peak 350 million dirhams in March. However, for the next four months, sales declined steadily, an annual low 120 million dirhams in July. In August, there was a sudden increase. Sales almost, rising 120 million dirhams in July 210 million dirhams in August. This was followed by a drop in September, back the July figure. From September to October, sales recovered, 120 180 million. In October and November, sales remained steady, and there was a small increase in December 190 million dirhams.

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3. Rewrite sentences using the word given. It must not be changed in any way. Retain the meaning of the original sentence.
- a. triple Sales trebled in December compared to November.
 - b. accounted One fifth of Morrison's revenue came from fruit and vegetables.
 - c. rise New customers rose by 15% in 2014.
 - d. made up Half of the company's profits were from prescription drugs.
 - e. down from Sales dropped to 2.3 million, $\frac{3}{4}$ million less than the previous year.
 - f. reached The average price for a new house rose to 240,000 euros in 2013.
 - g. doubled Sales of cinema tickets in July were twice those of June.
 - h. stood Sales of theatre tickets rose to 13,000 in December, up from 12,000.
 - i. by The fall in new house sales was over 17%.
 - j. hold sway over 77% of the market is controlled by three major companies.
4. Given the statement, which interpretation is incorrect?
- i. Interest rates have been slashed from 5% to 4.5%.
 - a. Interest rates fell by 10%.
 - b. Interest rates fell by 9%.
 - c. Interest rates fell by 0.5 percentage points.
 - d. Interest rates fell by 50 basis points.
 - ii. Interest rates increased from 2.5% to 3.25%.
 - a. Interest rates rose by 30%.
 - b. Interest rates rose 0.75 percentage points.
 - c. Interest rates rose by 23%.
 - d. Interest rates rose by 75 basis points.