**002 Language Leader**

**Describing Trends**

Look at the chart comparing mobile phone sales in the Jarir Store in Huwaylet during the period 2010-2012. Then, write a description of the changes the chart shows. Use words and phrases about describing ‘*trends*’ from Language Leader Writing Skills 10.5. Write a minimum of **8 sentences** (10marks)

Mobile Phone Sales

This chart shows the unit sales of mobile phones of four major companies in the Jarir Store, Al Huwaylet during the period 2010 and 2012. *Generally*, phone sales were good but the highest overall was Samsung with 15,000 units sold in 2012. *Then*, Nokia sold the lowest number of phones; 2,000 units in 2012. *Specifically*, Samsung’s sales ***rose dramatically*** between 2010 and 2011. However, Nokia’s sales ***fell significantly*** during the three years. *Overall,* Apple sales are high but unit sales ***remained constant*** in the same period. Blackberry sales were also high and their sales ***increased steadily.*** In conclusion, the chart shows that Samsung is the most popular newcomer in the Saudi mobile market. *Significant rises* in sales of their products over the three years is probably a result of better quality phones, competitive prices and a good marketing strategy.