

What is the difference between the present simple and present continuous?

Present Simple	Present Continuous
routine and habits	now
state verbs	around now, projects, temporary situations
permanent states /facts	changes over time

Examples:

- ✓ I start work at 8.00am every day.
- ✓ I think the project has a great potential.
- ✓ Our company employs 480 people.

Examples:

- ✓ I am working on the budget plans right now.
- ✓ This week we are developing the proposal for Unilever.
- ✓ Sales are increasing dramatically.