

Unit 6 Writing quiz

A Read the case study about a small business. What do you think are the causes of the problems with the store?



The screenshot shows a web browser window with the address bar displaying 'www.smallbusinessideas.cup.com'. The website header includes a lightbulb logo and the text 'Small Business Ideas', along with navigation links for 'Home', 'About Us', 'Reviews', and 'Contact Us'. The main content area features a case study titled 'Case Study: Serena's Candy'. The text describes how Serena Tomasin started an online candy company five years ago, specializing in high-quality chocolates and caramels. It notes that her products are expensive but popular. The case study also mentions that she recently opened a retail store that is struggling due to its location on a busy street near a school, lack of advertising, and high employee costs. A photograph of a display case filled with various candies is shown on the right side of the page.

B Write a report describing the possible causes of the problems with Serena's small business and proposing some potential solutions.

Make sure that you:

- write about the causes of and solutions to the problem.
- use modals to avoid being too assertive and to make recommendations.
- avoid errors with *can* and *could*.

Sample Answer

Serena has several problems with her store, some of which are quite serious. However, it may be possible for her to resolve the issues and save the store, if she is willing to make some changes.

One reason for her problems is that she did not advertise when she opened the store. She assumed too much, but it is not too late for her to deal with this. Serena should use her online candy store, as well as other online sites, to advertise the store. She could consider working with online organizations to offer deals to customers and increase awareness of her business. Also, if her neighborhood has a local newspaper, she could publish coupons in it for customers to use at the store.

Another possible cause of problems is the type of customer in the neighborhood. Serena thought that a school nearby would easily attract customers to her candy store, but that did not happen. This might be the result of the price of her products. Students may like to buy candy, but not if it is too expensive. It would be a good idea for her to make a less expensive line of candy for the store with which she could attract some students.

It would be advisable for Serena to establish a timeline to make changes. She should allow enough time to see if business at her store improves. If it does not, she might want to close her retail store and concentrate on the online sales only.