

BEC VANTAGE WRITING

猫饼老师

Business Report

If a letter format is used to answer a question which requires a report or a proposal format, then the maximum mark which can be awarded is a band 3.

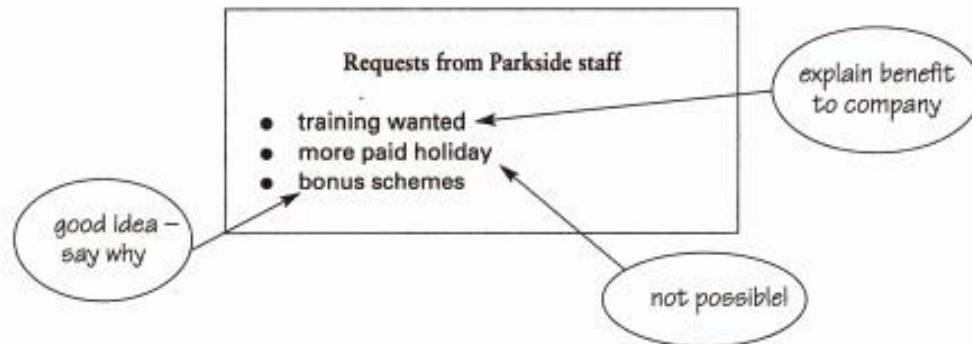
PART TWO

- The number of staff leaving Parkside, one of your company's retail stores, is high compared to another of its stores. Your line manager has asked you to write a report about the situation.
- Look at the information below, on which you have already made some handwritten notes.
- Then, using **all** your handwritten notes, write your **report**.
- Write **120–140** words.

Number of staff leaving stores		
Store	2007	2008
Highgate	4	2
Parkside	5	20

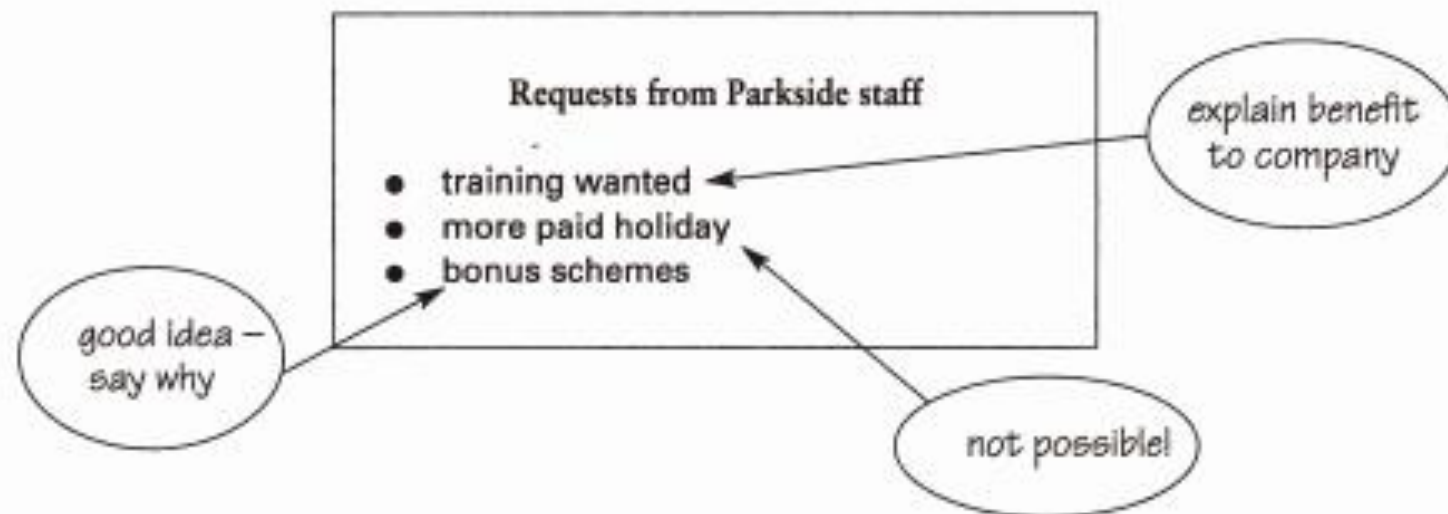
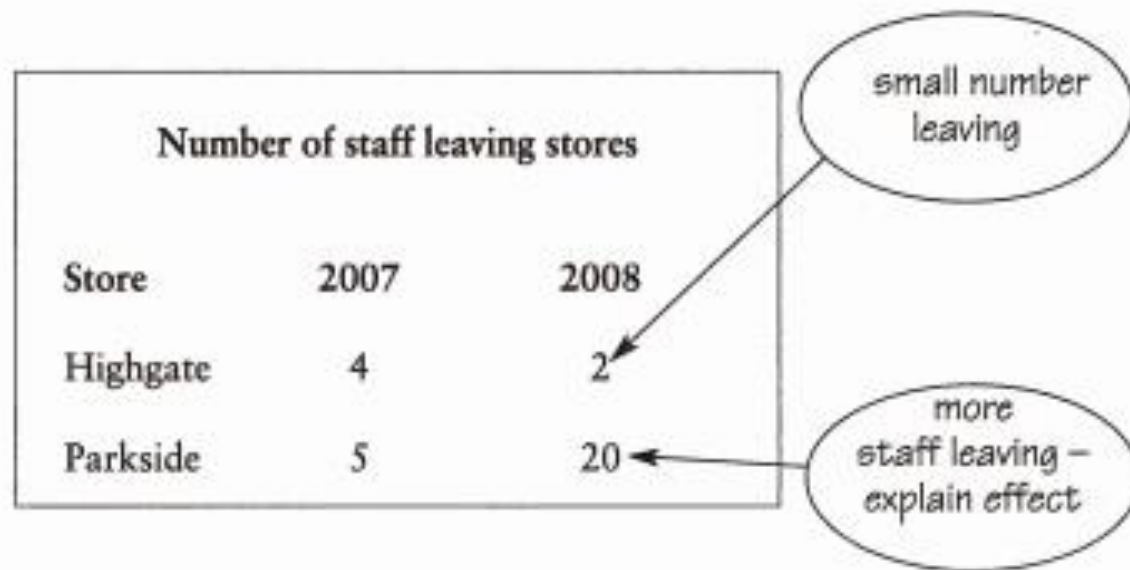
small number leaving

more staff leaving – explain effect



PART TWO

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For number of Parkside staff leaving stores problem, I made a report as follows:

At first, look at draw, from this one you can see, Year 2007. Highgate lost 4 person. Parkside lost 5. Until 2008, Highgate's rate is reduced, but Parkside's rate is grew so high more staff leaving will make the store pay more time & money employ another one instead of this one. This is waste to the manual resource & money.

Through communicate with the Parkside staff, I know there are three point very important.

Firstly, training wanted. The staff want to more training to improve themselves' level. everyday their make the same job, long and long, their will hate this job. I think the company need to provide this benefit to the staff.

Secondly. More paid holiday. I think this is the first, but the staff is not pay attention it, so that is not possible.

Thirdly. Bonus Scheme. if the company can pay more money employ the new staff why cannot pay more salary to the current staff? So I suggest the company provide the double-salary as the bonus pay for the current staff end of the years.

That's all.

Sincerely,

Lucy.

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Band 2

The report is considerably longer than the recommended word length and does not cover all the content points. Although the report is adequately paragraphed, cohesion is weak. The register and format of the report are not always appropriate; errors are numerous and impede clear communication of the message.

Report on staff turnover

Introduction

This report aims to explain the high staff turnover 2008 in Parkside and to propose measures to improve staff loyalty.

Findings

The figures clearly show that the high number of staff leaving the stores is a problem that only affects the Parkside store in 2008. While staff turnover in the Highgate store remained on a low level the number of staff leaving Parkside shoot up from 5 to 20. This unfortunately has a bad impact on customer service.

Research amongst staff revealed their requirements. Firstly staff requires more training what would also benefit the company as the service is likely to improve. Another good idea is the introduction of a bonus scheme for valued staff that would improve staff loyalty. Unlike the mentioned proposals the request for a longer annual leave could not be met.

Recommendations

It is recommended to offer both the requested training opportunities and a bonus scheme for valued staff.

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Band 5

All content points are clearly covered, and the report is well organised with good cohesion. Both the register and format are consistently appropriate. Generally, the language used is accurate, and a good range of structures and vocabulary is demonstrated.

(1) 文字类的题目

(2) 图表类的题目图表的分类：

曲线图 (line chart)，柱状图 (bar chart)，饼状图 (pie chart)，
和表格 (table)

Business Report

Report on the additional budget

Introduction

Findings

每段对应一个点

Conclusion

Recommendations

Business Report

Report on the additional budget

Introduction

Findings

踩点

Conclusion

Recommendations

明确信息

写作目的

读者

已知+补充

踩点理出类别、逻辑

INTRODUCTION

FINDINGS

CONCLUSIONS

RECOMMENDATIONS

检查是否踩点到位

检查格式、拼写、语法和标点

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1. Introduction 背景和事由

This report aims / sets out to...

The report is based on...

The aim of this report is to...

2. Findings 调查结果或比较结果

Example: The following points summarize our key findings.

2. Findings 调查结果或比较结果

It was found that...

The following points summarize our key findings.

The key findings are outlined below.

3. Conclusion 结论或推论

It was decided that...

It is clear that...

4. Recommendations 建议

Example:

It is recommended that the Department start to recruit the new employees immediately **by advertising** in national newspapers and trade magazines.

4. Recommendations 建议

It is suggested / proposed / recommended that...

We (strongly) recommend that...

It is essential to...

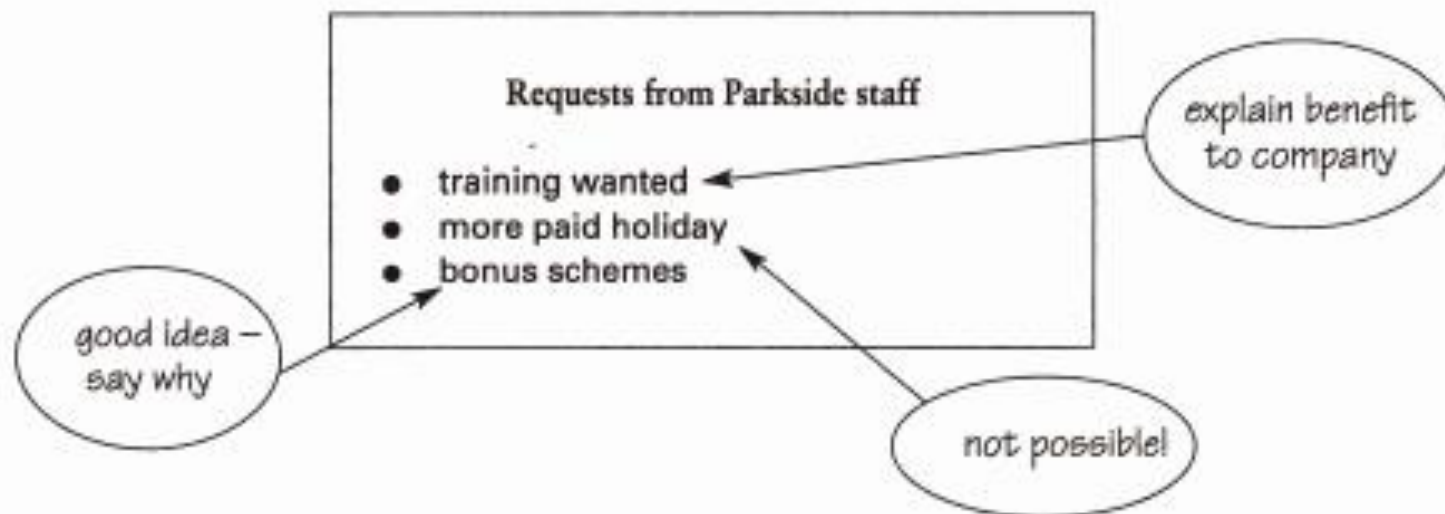
It would be advised to...

踩点

Number of staff leaving stores		
Store	2007	2008
Highgate	4	2
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small number leaving

more staff leaving - explain effect



- You work in the sales department of a large television manufacturer. Your line manager at head office has asked you for a report about sales in your region.
- Look at the information below, on which you have already made some handwritten notes.
- Then, using **all** your handwritten notes, write your **report**.
- Write **120–140** words.

Figures show that there has been a fall in the company's sales in your region over the last 3 months.

Do you think demand for our products will improve and can you make some suggestions for increasing sales?

all retail sales fallen!

yes – in next 6 months

Suggestions for increasing sales of televisions:

- special offers for customers
- new advertising campaign
- improve technology and design

give example

give details

explain what customers want

PART TWO

- You work in the sales department of a large television manufacturer. Your line manager at head office has asked you for a report about sales in your region.
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give example

give details

explain what customers want

Report on sales

Introduction:

This report aims to suggest strategies to improve television (TV) sales.

Findings:

According to statistics, retail sales of all the regions have fallen over the previous 3 months. But I have confidence that the customers' needs to our products will increase in next 6 months.

Conclusions:

As a result of analysis above, I will give suggestions as follows:

- Firstly, we can offer discounts to customers, so that they can buy more products at more reasonable prices.
- Secondly, we can launch a new advertising campaign in golden week, inviting some medias, such as local press, national press and magazines, to propagandize our products.
- Thirdly, as more and more customers want to watch movies at home, we should improve our TV's audio effect and give them a real cinema feel.

Recommendation:

Through those strategies I mentioned above, I believe we can win this sales war.

C5T3W2

Scales	Mark	Commentary
Content	5	All the content is relevant to the task and expanded appropriately. The target reader would be fully informed.
Communicative Achievement	4	The format and register are appropriate for a report. The text communicates straightforward ideas (<i>we can offer discounts to customers</i>) and holds the target reader's attention effectively.
Organisation	5	The report is well-organised with a clear introduction and recommendation. The writer uses a variety of organisational features including sequencing words (<i>Firstly; Secondly</i>), headings (<i>Introduction; Findings; Conclusions</i>) and bullet points to organise the report effectively.
Language	4	Uses a range of simple and complex grammatical structures (<i>sales ... have fallen ...; they can buy more products at more reasonable prices</i>) and a range of vocabulary, including less common lexis (<i>cinema feel; sales war</i>). Errors are present but do not impede communication (<i>customers' needs to our products; progandize; stragies</i>).

C5T3W2

PART TWO

- You are a manager in the customer services department of a large store. Your line manager has asked you to write a report on the results of a recent customer survey.
- Look at the information below, on which you have already made some handwritten notes.
- Then, using **all** your handwritten notes, write your **report**.
- Write **120–140** words.



C5T1W2

上升趋势

to increase / an increase

to go up

to grow / a growth

to jump / a jump

to leap / a leap

to reach a peak / a peak

to soar / a soar

to rise / a rise

to upsurge / an upsurge

to upswing / an upswing

下降趋势

to collapse / a collapse

to decline / a decline

to drop / a drop

to decrease / a decrease

to fall / a fall

to go down

to reach a low point / a low point

to reduce / a reduction

升降程度较大

a great deal /big/a lot

apparent / apparently

clear / dearly

considerable / considerably

important / importantly

dramatic / dramatically

great /greatly

sharp/sharply

significant / significantly

strong / strongly

drastic / drastically

marked / markedly

much

obvious / obviously

fast

quick / quickly

rapid / rapidly

remarkable / remarkably

sudden / suddenly

升降程度较小

a bit

a little

fractional / fractionally

gentle / gently

gradual / gradually

hardly

little

slight / slightly

slow / slowly

small

steady / steadily

平稳状态

to be hardly changed

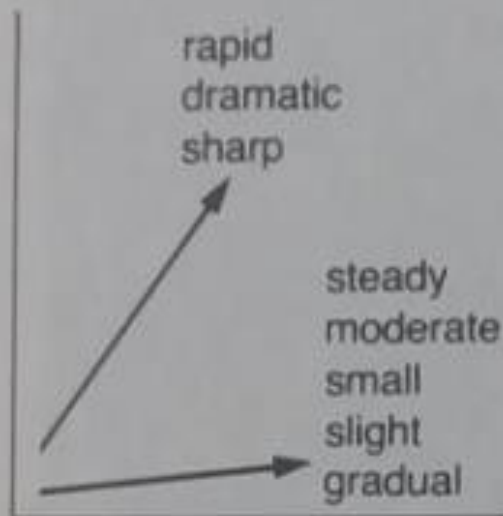
to have little change

to keep steady

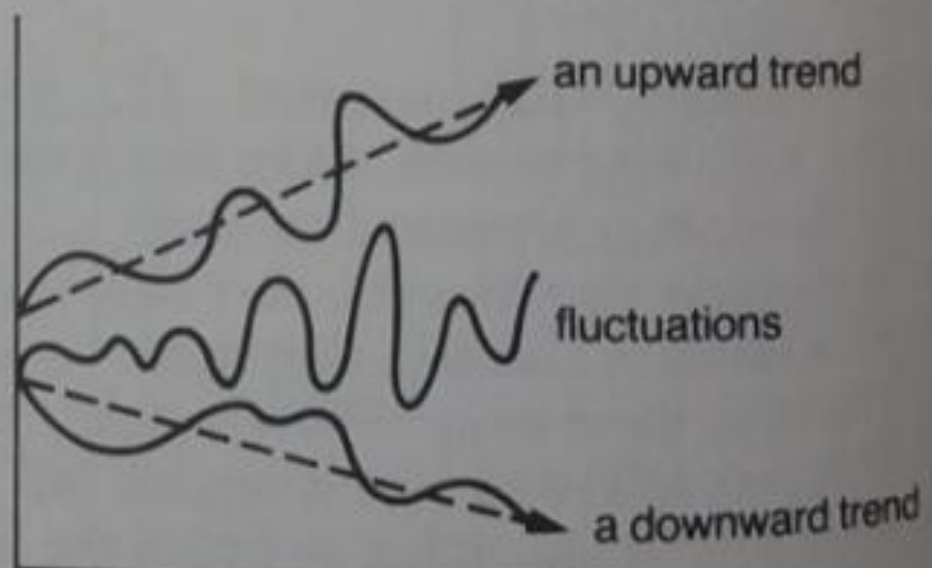
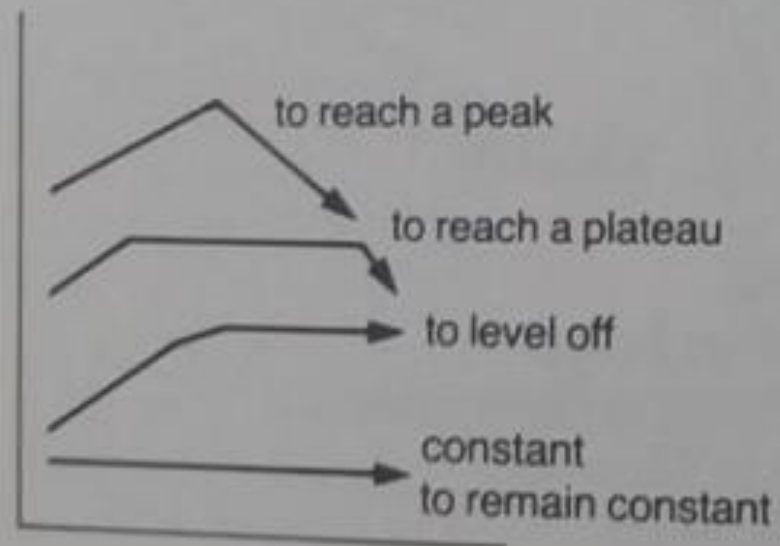
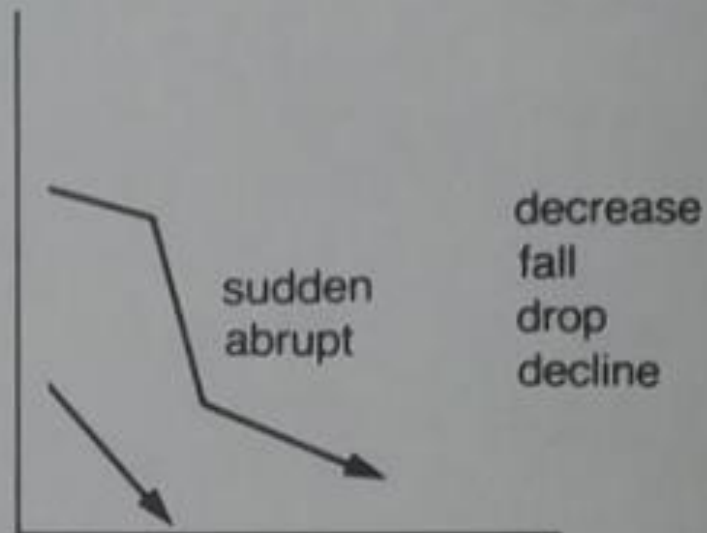
to level off

to remain constant

to remain unchanged



increase
rise
go up
grow



饼状图

X% of the ... is/has/are/have...

... is/constitutes/accounts for X% in the whole pie chart.

... is/are X% in the pie chart.

Checklist

单词拼写有无错误

语法、时态使用是否得当

各段落内容是否包含问题所有内容

字数勿超太多，检查过程中可以做一定删改

尽量保持卷面美观（勿修改过多）

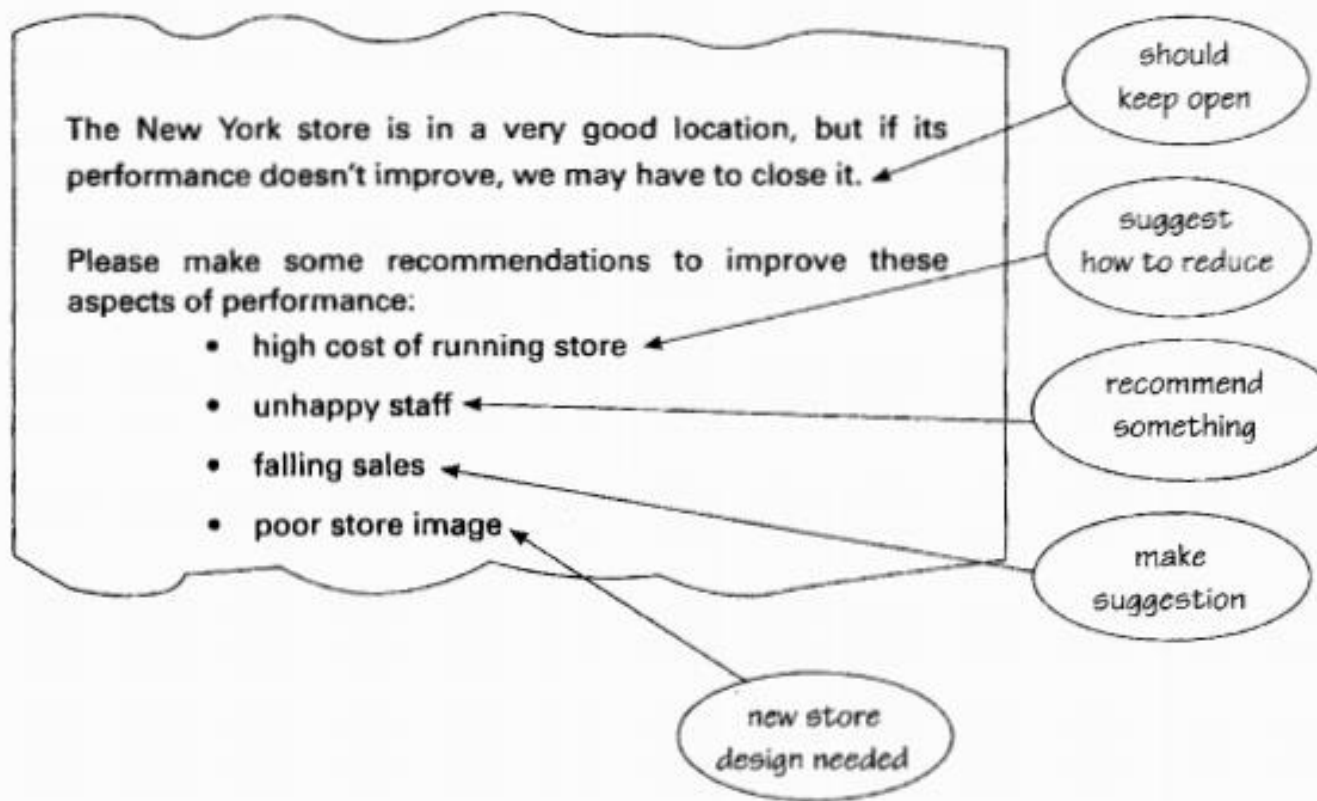
勿着急

建议书（Proposal）

建议书和商务报告的本质是相同的，结构也相同
实质是**报告**的一种形式。

PART TWO

- The international retail company you work for is concerned about the performance of its New York store. Your line manager has asked you to write a proposal making recommendations for the store's future.
- Look at the information below, on which you have already made some handwritten notes.
- Then, using **all** your handwritten notes, write your **proposal**.
- Write **120–140** words.



C5T4W2

Proposal: "New York store"

After reviewing the activities of our NY store, some measures seem to be necessary to improve the performance of the store and keep it open:

- First of all, we should cut the cost of running the store by optimising the logistics of the store.
- Additionally, the store manager should be replaced and some team building activities should be conducted because the staff is very unhappy with the present management.
- in order to rise sales again, we should invest on the one hand in some advertising and on the other hand in a new store design. This might also improve the poor store image.

All measures should start as soon as possible because otherwise we may have to close this very good located store.

Scales	Mark	Commentary
Content	5	All content is relevant and expanded where appropriate. The target reader would be fully informed.
Communicative Achievement	5	The format, tone and register are all appropriate to the conventions of a proposal (<i>After reviewing; All measures should start</i>) and would have a positive effect on the target reader.
Organisation	5	The proposal is well-organised and coherent, with effective use of a variety of organisational features, including bullet points and cohesive devices, e.g. linkers (<i>First of all; Additionally, on the one hand ... on the other hand</i>) and referencing (<i>keep it open; This might ...</i>).
Language	5	The proposal uses a good range of grammatical structures and vocabulary (<i>optimising the logistics; team building activities should be conducted; otherwise we may have to ...</i>). Errors are minimal and do not impede communication (<i>to rise sales; this very good located store</i>).

Recommendations for the store

I have read some information about the New York store now. It has some troubles but it doesn't matter.

The New York store is in a very good location. This is a big advantage, so it should be kept open.

The high cost of running store is the biggest issue. In my opinion, we should fire some staff to reduce the cost.

From the information I know the staff are unhappy. Therefore, we should build a lively atmosphere. For instance, we should communicate with the staff. Secondly, let green plants all around us is also a great idea. Both will work to make staff feel better.

How can we to improve the sales. The discount should be taken into account.

At last we need a new store design and that's all.

Scales	Mark	Commentary
Content	4	All the content is relevant and the target reader would be informed but some of the content is not fully expanded e.g. content element 5.
Communicative Achievement	3	Generally uses the conventions of a proposal effectively to hold the reader's attention, although there are some inconsistencies in register (<i>but it doesn't matter; and that's all</i>).
Organisation	3	The proposal is well-organised with a range of linking words (<i>Therefore; Secondly</i>) and use of pronouns to avoid repetition (<i>the New York store ... <u>it</u> has some troubles</i>).
Language	3	Uses a range of lexis and structures (<i>the biggest issue; we should build a lively atmosphere</i>). There are a number of errors (<i>has some troubles; of running store; let green plants all around</i>) but these do not impede communication.

proposal

report

提建议的特定表达：

Strong Recommending 强烈建议

(1) **must / should + 被动语态**

After-sale care must be improved.

(2) **It is strongly recommended that ...**

It is strongly recommended that national advertising be stopped.

建议书 (Proposal)

Neutral Recommending 中性建议

(1) It is recommended that...

(2) It is advised to...

It is advised to investigate competitor's salesmen's salaries.

Weak Recommending 弱建议

(1) could be...

(2) might be...