



APEUni Summarize Written Text Template

Template:

<Sentence 1>, **and** <sentence 2>, **which means that** <sentence 3>, **so** <sentence 4>; <sentence 5>.

Tips in using:

1. No need to paraphrase the sentences
2. Pay attention to spacing and punctuation (only one full stop)
3. Don't use conjunctive adverbs (e.g. however / therefore) to connect sentences
4. The word limit is 5 - 75

Learn more about how to use the template by watching this video lesson:

- https://www.apeuni.com/home/videos/swt?type=public_lesson&locale=en

Example

Key Sentences :

- 1) Brand loyalty exists when consumers repeat-purchase your brand rather than swapping and switching between brands.
- 2) brand loyalty is crucial for achieving high-profit margins.
- 3) the firms need to refresh the brand image to keep the products relevant to the target market.
- 4) A clear objective must be set.

Answer:

Brand loyalty exists when consumers repeat-purchase your brand rather than swapping and switching between brands, **and** brand loyalty is crucial for achieving high-profit margins, **which means that** the firms need to refresh the brand image to keep the products relevant to the target market, **so** a clear objective must be set.
(51 words)