UNIT 1: LCCI English for Business

Name: _____

LCCI Writing

Situation

You work for a medium-sized property company, Prime Property, which wants to move into the luxury market. The company is interested in changing its image for this move. You have three different images that you are trialling and have received market research on these images. You have been asked to write a summary report for the Managing Director, explaining and summarising the findings from your research and indicating recommendations.

Existing customer base survey
1 = Poor 5 = Excellent

QUESTION: How would you rate …	**1**	**2**	**3**	**4**	**5**
DESIGN 1					
logo	5%	21%	38%	10%	12%
font and styles	18%	42%	36%	2%	0%
DESIGN 2					
logo	7%	12%	33%	28%	20%
font and styles	6%	11%	31%	35%	17%
DESIGN 3					
logo	0%	32%	41%	26%	1%
font and styles	0%	33%	36%	31%	0%

Focus group opinions
High-income earner group consisting of twelve people in the income bracket the company wishes to move towards:

"The image of design 2 looks rather cheap to me … I wouldn't want to be associated with it."

"The second logo looks like it's done cheaply. I don't know if I would trust a company like that."

"Logo 1 looks serious … I quite like it. But perhaps it needs a little more colour."

"I don't think design 3 stands out from other designs of other companies. It looks exactly the same."

"I quite like design 3. It's the kind of look that I am familiar with."

"I think logo 2 stands out from all the bright colours. The font is terrible though. I'd expect to see it in a school."

Task
Write your summary report. Write 250–300 words.

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