



BULATS Writing on the topic of brands

BULATS Writing Part 1

You have received the following email from your boss:

I've just got out of the meeting about cutting costs and one of the major things we decided was to insist on cheaper own-brand goods, for example in the kitchen area and with stationery. I have to go straight to the trade fair, so can you write a memo to everyone in the department telling them about the new policy, along with the reasons why and some examples?

Thanks

Alex

Write a memo to the people in your department, including:

- What the new policy is
 - Some examples of things which will have to be own brand from now on
 - The reasons for the policy
- and any other relevant information that you want to include.

You should write between 50 and 60 words.

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BULATS Writing Part Two

You work for a multinational company that has one product which is successful internationally but not in your country. Write a report for the marketing management team.

Things to include in your answer:

- Reasons the brand is successful internationally
- Reasons why it isn't so successful in your country
- Possible changes in the product or how it is marketed

Write between 180 and 200 words.