Worksheet 8: Find the conclusion

Look at the start of each conclusion below, written to answer the questions. Based on only the first sentence of the conclusion, identify which is better and why.

1. Evaluate the most appropriate sales promotion methods that a new fashion retailer could use in their new marketing campaign.

Response 1	Response 2
The most appropriate sales promotion methods are special offers and competitions.	There are many sales promotion methods that a new fashion retailer could use but it is important that they choose the most appropriate.

Response 1	
Response 2	

2. Advise an exporter on one action to improve the sustainability of their supply chain.

Response 1	Response 2
The exporter should try limiting unnecessary packaging and managing stock production to reduce waste.	An exporter's reputation, and therefore its potential to sell products and provide services may all be affected by the environmental policies and procedures that it has in place.

Response 1	
Response 2	

3   Recommend whether Miah should buy her games console with a credit card or a store card. Justify your recommendation.

Response 1	Response 2
Based on the arguments presented, Miah could use either a credit card or a store card.	However, a store card will offer not only a reasonable period for repayment which is similar to a credit card, but also offer reward points which can be exchanged by the consumer for more goods. Therefore, a store card is recommended.

Response 1	
Response 2	

4   Discuss the importance of making profits to a company.

Response 1	Response 2
Without the possibility of earning a profit, there would be no incentive to take the risk of setting up and running a business or investing capital to expand an existing business so this makes it very important.	There are many factors that are important to a company such as keeping business documents and having effective communications.

Response 1	
Response 2	