

Writing file 4

Writing a short report

1 Look at the report below. Match paragraphs 1–4 to functions a–d.

- a describing the first option: _____
- b introducing the reason for the report: _____
- c recommending a final choice and giving reasons: _____
- d describing the second option: _____

Date: September 9th

To: RG

From: JS

Subject: Comparison of website designers

1 We are currently looking for a designer to improve our company website. This report compares two website design companies.

ITE

2 ITE is a small design company run by two brothers. They both have experience in developing websites for online marketing and sales. The cost would be 20,000 euros and the time needed would be four months. Their work has a modern look and they were recommended by another company.

Weblines

3 Weblines is an older company with good resources. They employ around twenty staff. Their price is 24,500 euros and they need about four months. They produce websites for many big companies, but not for online businesses. Their websites are professional-looking and easy-to-use.

Conclusion

4 I think both companies can produce a good website in the same amount of time, so the main difference is price. In my opinion ITE is probably a better choice. It has newer ideas and their work is more modern and more dynamic. They are also 20% cheaper.

2 Do you read or write similar reports in English or your own language? What are they about?

3 Read the report again. Are sentences 1–7 true (*T*) or false (*F*)?

- 1 RG wrote the report.
- 2 The purpose of the report is to compare two companies.
- 3 ITE is a younger company than Weblines.
- 4 ITE can do the work faster than Weblines.
- 5 Weblines is a larger company than ITE.
- 6 There is no difference in price.
- 7 JS thinks ITE is the best choice.

4 Work with a partner. Find a phrase in the report that does the following.

1 Introduces the current situation:

2 Says what the report does:

3 Introduces the writer's opinions (two phrases):

5 Work with a partner. Look at the report again. How many comparatives can you find (e.g. *big* → *bigger*)? Underline them.

6 Your Managing Director wants to have a weekend seminar in Berlin. He needs a hotel with rooms for fifteen people and two meeting rooms (including one meeting room for fifteen people). Read your notes about the two options. Decide which hotel would be better for the seminar.

Rheinland Hotel

- near to airport (five minutes), but 30 minutes from central Berlin
- price: 91 euros per room
- one large conference room, five small meeting rooms
- facilities: sauna, swimming pool, massage, fitness studio

Hotel Europa

- takes 25 minutes to get from airport to hotel
- close to lots of restaurants in central Berlin
- price: 82 euros per room
- one large meeting room (twenty people maximum), four smaller meeting rooms
- facilities: swimming pool only

7 Write your report comparing the hotels and recommending your final choice with reasons.

8 Exchange reports with a partner. Did your partner recommend the same hotel as you?