

Unit 6 Report writing – A survey ⇨ p63

- 1 Which fast-food outlets are most popular in your country? Do any of them serve organic food? Do you ever buy organic food? Why/Why not?
- 2 A company called *The Organic Burger Company* has commissioned a consumer survey to find out how to increase their market share. Read the report quickly and answer the questions.
 - 1 What does 'FAO' stand for?
 - 2 Where was the survey done?
 - 3 Which group of people were surveyed?
 - 4 What are the conclusions?
- 3 Read the report again and complete it with the expressions below.
 - a Overall,
 - b The aim of the report
 - c two main findings
 - d The rationale for this report
 - e We would urge the company
 - f The percentages of participants
 - g We propose that
 - h were asked to choose one of these responses
 - i within the next six months
 - j We were asked to investigate
 - k there is insufficient evidence

Writing a survey and report

- 4 You work as a marketing consultant and your client is a supermarket chain. Your brief is to find out if supermarket shoppers in your town are prepared to pay more for Fairtrade products, so that farmers in developing countries can be paid a fairer price.
 - Look at the **Research** section of the burger survey. Think of five similar statements for your survey, using the same options for the responses. (**SA, A, DK, D, AD**)
 - Ask a range of people in or outside your class, keeping a record of age and gender.
- 5 Write your report. Use the *Organic Burger Company* report as a model and include expressions from 3.

 Go online for more writing practice



FAO: Managing Director, Organic Burger Company
TITLE: Survey into Potential Market Share Increase

BACKGROUND AND OBJECTIVES

¹ _____ is the recent drop in customers at traditional fast-food outlets. The Organic Burger Company is seeking to fill the growing gap in the market.

² _____ is to survey customer attitudes by carrying out preliminary research among 500 young people in Nottingham, a medium-sized English city.

³ _____ what customers would want from the experience of buying and eating a high-quality organic burger.

RESEARCH

Participants ⁴ _____ to statements 1–5:

SA = Strongly Agree **A** = Agree **DK** = Don't know
D = Disagree **SD** = Strongly Disagree

- 1 I prefer to eat burgers made with organic meat.
- 2 I prefer fast-food restaurants with tasteful and modern interiors.
- 3 I prefer my food to be grown in an environmentally-friendly way.
- 4 I prefer all ingredients to be fresh and organic.
- 5 I am prepared to pay more for these preferences to be met.

FINDINGS

⁵ _____ agreeing or strongly agreeing with each question were:

1 46% 2 47% 3 77% 4 39% 5 22%

The ⁶ _____ are:

- 1: there is a significant demand for organic food.
- 2: ⁷ _____ of the financial viability of meeting this demand.

SUMMARY AND RECOMMENDATIONS

⁸ _____, our survey showed that:

- environmental awareness and health concerns are an increasingly important factor for young people.
- there is already a growing preference for more stylish fast-food outlets.

⁹ _____ to prepare for an expansion into this market, as and when it develops further.

ACTION

¹⁰ _____ further research is carried out on a larger scale in other localities around the UK. This should be completed ¹¹ _____.