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| KingswayLogo.jpg | ENGLISH FOR ACADEMIC PURPOSES (EAP)EAP 1BWRITING |
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| **REPORT WRITING ASSESSMENT** | |
| Business Report“Sunny Cereals Breakfast Foods” | |

**Date** Issued**:** Thursday, 9 May, 2013

**Date Due:** Thursday, 23 May, 2013

**Length:** 500 words

**Weighting:** 5%

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| **Instructions:**   * Use this formatting for your report   + 12 point font   + double-spaced lines   + 2.5 cm margins * Use *Google Documents* to make and store the report * Use the Kingsway EAP wiki site at *kingswayeap.wikidot.com* to link to your *Google* document * Any indication of plagiarism will result in an automatic Fail grade for this component |

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| **REPORT WRITING ASSESSMENT** |
| Business Report“Sunny Cereals Breakfast Foods” |

**Write a business report for the following scenario.**

**You should write at least 500 words.**

*“You work for Sunny Cereals, a breakfast foods company. Your breakfast cereals are popular with children. The company’s muesli bars and health shakes are selling extremely well with the 20- to 40-year old demographic. All products are sold nationally. Your company would like to expand its horizons and source new markets internationally. In particular, the company is hoping to be successful in South-East Asia.”*

As marketing director, prepare a report:

* discussing the pros and cons of expansion,
* discussing opportunities and threats that the company may encounter
* making recommendations based on your evaluation

(Source: Mooney-Smith & Goss, *Key* *to EAP- Student Book,* p77)

Use the writing short business report template on p 77 of *Key to EAP- Students Book* to guide your report.

You should use the tools in *Google Drive* to make your business report.

* Make a *Google Document* to make your report, including.
* *Rename* this file to-
  + <yourname> EAP 1B- Business Report
* *Share* this file to “anyone with the link” and “can edit”.
* Add a link to this file on the Kingsway EAP wiki, at kingswayeap.wikidot.com/Assessments.

Refer to Appendix 1 of the EAP 1B Course Outline for the marking criteria.

Note that you will be graded on your organisation and formatting as well as content of the report.