

Writing 1 – Report

You are Anita/András Kazai, the sales manager of a Hungarian company called *Bio-Food Hungary* that produces organic food. The company is planning to approach the supermarkets of three neighbouring countries to offer its new products. You have been asked to write a report of 350-450 words to the General Manager, Mr Alastair Smith, in which you include the following aspects and information:

- how you obtained information about the potential supermarkets, distribution channels and customers
- who the target group of customers could be in the three countries and why
- how the supermarkets in the three countries could be motivated to stock your products
- what PR tasks the company should support the expansion with

MINTAMEGOLDÁS:

Report on Expanding the Business of Bio-Food Hungary Ltd in Three Member States of the European Union

Mr. Alastair Smith, the CEO of *Bio-Food Hungary Ltd*, has asked me to write a report on the possibilities of expanding our business in Slovenia, Austria and Slovakia by 10 August 2020.

In order to collect information I examined the product range of organic food products of five major supermarket chains in the three countries mentioned above. 1,200 customers who purchased some organic food products in the stores have filled in a questionnaire to help us gain information about their preferences. Furthermore, I conducted a survey in the three countries to explore the distribution channels and search for some potential wholesalers. I have also outlined the possibilities of offering discounts and favourable payment terms to arouse their interest.

Organic food is popular among the middle-aged group, the 45-65 year olds. It is increasingly popular with the parents of young children as these parents are trying to be cautious and conscious about what they give their children to eat. The figures are significantly lower for those under 35. Women account for 55% of the total sales in the organic food market. Highly-educated people seem to be predominant, since 68% of the consumers questioned have a degree. The health-conscious consumers are not particularly price sensitive.

In each member state I have found two or three suppliers who show an interest in developing fruitful relationships with us. Competitive prices and discount offers are the most influential motivating factors for our would-be business partners. I have also checked the number of warehouses near the supermarkets and their refrigeration capacities and in each case they are satisfactory. Furthermore, the warehouses are located adjacent to motorways (except for some cases in Slovakia), so transportation should be problem-free.

Building our corporate image and establishing contacts with local dieticians and the representatives of health and fitness magazines are the most urgent PR tasks. We should

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design flyers, leaflets and short brochures to inform our customers about the benefits of our products. I suggest outlining a detailed plan about possible price reductions to attract potential wholesalers and then contacting them via e-mail.

Anita Kazai
Sales Manager

8 August 2020

Writing 2 – E-mail

MINTAFELADAT:

You are Éva/Elemér Havas, the manager of a store belonging to a British supermarket chain. The management has informed you that the customer service department at the headquarters has received several customer complaints in connection with your store.

Write an e-mail of 180-220 words to Mr King, European Customer Service manager, which you

- explain whether the complaints are well-grounded or not and why
 - write about how you have informed the management about the problems
 - write about how you are trying to avoid similar problems in the future
 - explain what you will do to contact and compensate the affected customers
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MINTAMEGOLDÁS:

Dear Mr Jones,

Thank you for your e-mail of 16 May 2020 concerning the complaints about our branch. I am most sorry for any inconvenience we have caused to our customers.

We have to admit that the complaints that the customer service at our headquarters has received are absolutely well-grounded. Most of the difficulties originate from the lack of highly-skilled staff, meaning that our customers are not always informed properly and frequent long queues often exacerbate the problem.

We already knew about the situation. Moreover, I have already reported it to the management in England by writing a report about the case. Unfortunately, the proposals that have been forwarded to our store from the headquarters in London have failed to be applicable.

In order to guarantee smoother customer service, we are going to launch 'think customer' training programmes for our staff. Thus a new culture of customer service could be

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established in which all employees could learn not only to identify and meet, but even exceed customer expectations.

We intend to contact all our regular customers via personal emails in which we will inform them about the improvements in our store and send them coupons that can be used during the first week of September when we present our reorganized store and newly-trained staff to our customers.

I hope this will ensure exceptional customer experience for our greatly valued clients in the future.

I look forward to your reply.

Yours sincerely,

Éva Havas
Branch manager