



BULATS Writing on the topic of brands

BULATS Writing Part 1

You have received the following email from your boss:

I've just got out of the meeting about cutting costs and one of the major things we decided was to insist on stocking the office with cheaper own-brand goods, for example in the kitchen area and with stationery. I have to go straight to the trade fair, so can you write a memo to everyone in the department telling them about the new policy, along with the reasons why and some examples?

Thanks

Alex

Write a memo to the people in your department, including:

- What the new policy is
- Some examples of things which will have to be own brand from now on
- The reasons for the policy

and any other relevant information that you want to include.

You should write between 50 and 60 words.

BULATS Writing on the topic of brands

BULATS Writing Part Two

You work for a multinational company that has one product which is successful internationally but not in your country. Write a report for the marketing management team.

Things to include in your answer:

- Reasons the brand is successful internationally
- Reasons why it isn't so successful in your country
- Possible changes in the product or how it is marketed

Write between 180 and 200 words.