Writing Captivating Company Profiles and Promotional Content

You work for Planet Smart, a company that sells eco-friendly products. Your company wants to set up a pop-up shop inside a shopping centre for three months to promote your products to new customers. Complete the application form below. Write about 200 words.

Topic

Pop-up Shop Application Form Company Name: Plant Smart A. Company Profile **B.** Best-selling Product C. In-store Event Writing topic taken from Paper 2 of the 2023 HKDSE English Language Examination ©HKEAA



For question 1, write about 200 words in the space provided on pages 2-You work for Planet Smart, a company that sells eco-friendly p Your company wants to set up a pop-up shop inside a shopping co three months to promote your products to new customers.

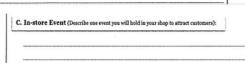


Pop-up Shop Application Form

Company Name: Planet Smart A. Company Profile (Introduce your company):

emplete the application form below

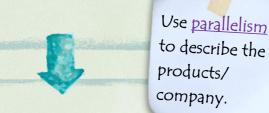
B. Best-selling Product (Describe one of your products that customers love):





We strive to create organic scented candles because we want to give our customers a pleasant fragrance experience and reduce environmental pollution so as to protect

our planet for our next generation.



We strive to create organic scented

Creating a lasting impact with figures of speech



Alliteration

Repeating the same consonant sounds at the beginning of words that are near each other.

e.g. Users can fill their rooms with the floral fragrance of our scented candles which helps them fall asleep amidst the soothing scent.

Parallelism

Repeating grammatical elements that are similar in structure with comparable meanings.

e.g. Our natural candles will enhance users' home environment, strengthen their spiritual wellness, and improve their physical health.

Task 2

Founded in 2022, Planet Smart is committed to making our planet green.

> Founded in 2022, Plant Smart is committed to

Use alliteration to describe the mission of the company.



Rhyming

• A rhyme is created when the final syllables of two words end with the same sound.

e.g. We offer the best candle warmers the most fashionable items for our customers.

An internal rhyme is created within a singular line.

e.g. We produce organic candles with care to reduce air pollution.

Task 3

"We will organise a workshop in our store for shoppers to create their unique scented candles and candle warmers."

"We will organise a workshop in our store for shoppers to create a unique scented candle for a relaxing night; or a one-of-a-kind candle warmer to offer their home

> Use rhyming to present an in-store event.

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Providing additional information and descriptions Academic Use of English **Relative clause** (1) Defining relative clause **Reduced Relative Clause** To provide essential information about the company/product/event. To make the writing more concise and add variety to sentences. **Prepositional phrase** e.g. We choose to work with suppliers which provide organic ingredients. To provide further details and specify the features/ e.g. The pop-up shop offering chemical-free products will characteristics of the company/product/event. (2) Non-defining relative clause be popular. To provide non-essential information e.g. Buyers can decorate their home with our which/that offers (2) Past participle phrase about the company/product/event. organic scented candles. e.g. Planet Smart, which is located on an outlying island, e.g. The 2-in-1 candle warmer, which aims to make itself self-sufficient in ingredient supply in the has a hand-painted design, will become a fashionable and unique accessory at home. Company Profile: Use prepositional Use a reduced relative clause to Describe the company's phrases to describe the describe the target customers. mission. underlined items. product. Task 4 Task 5 The Sweet-scented Travel Tin Plant Smart was founded in 2022 is our best-selling product. . Our candle shop's commitment to the Describe the It allows their favourite fragrance to keep them source(s) of environment shines through the use of recyclable materials. We the ingredients. company at all times. The candle in the tin also show our support for local industries by adopting ingredients is meticulously crafted and _ to reduce the carbon footprint caused by very portable. We use the best ingredients available transportation. Nestled on the outskirts of Hong Kong, we and work with providers produce in small batches to ensure freshness and quality. We strive to create each piece with care and quality, using a blend of of Turkey's figs and apricots, together with the floral locally sourced beeswax and soy, and essential oils. Our pop-up notes of acacia and edelweiss, forms a sweet base will _____. We strive to shop create a vintage and inviting ambiance. We believe our candles create handy scented candles _____ will illuminate a path

Burning Time: 30-40 hours

Use a relative clause to describe the effects of using these ingredients.

Elaborate on the path to echo the mission to "grow a green globe"

Describe the decoration that attracts customers

2

Best-selling product: Use relative clauses to describe the

. The fruity aroma

Use a reduced relative clause to explain its weight.

Use a defining relative clause to give information about the providers.

Use a defining relative clause to give examples of the types of target customers.

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