## 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 Your company wants to set up a pop-up shop inside a shopping. Your company wants to set up a pop-up shop inside a shopping.

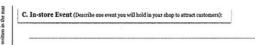


**Pop-up Shop Application Form** 

Company Name: Planet Smart

A. Company Profile (Introduce your company)

B. Best-selling Product (Describe one of your products that custor





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 candles to give our customers a pleasant fragrance experience, to reduce environmental pollution, and to protect our planet for our next generation.

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 "growing a green globe".

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 <u>a real delight</u>."

> Use rhyming to present an in-store event.

Curriculum Development Institute Education Bureau HKSAR ©2024

# Providing additional information and descriptions

# **Prepositional phrase**

To provide further details and specify the features/ characteristics of the company/product/event. e.g. Buyers can decorate their home with our organic scented candles.

## Company Profile: Use prepositional phrases to describe the underlined items.

## Task 4

Academic

Use of English

Describe the source(s) of the ingredients. Plant Smart was founded in 2022 with the mission to "grow a green globe". Our candle shop's commitment to the environment shines through the use of recyclable materials. We also show our support for local industries by adopting ingredients from local farms to reduce the carbon footprint caused by transportation. Nestled on the outskirts of Hong Kong, we produce in small batches to ensure freshness and quality. We strive to create each piece with care and quality, using a blend of locally sourced beeswax and soy, and essential oils. Our pop-up shop with rustic wooden furniture and aromatic candles will create a vintage and inviting ambiance. We believe our candles will illuminate a path towards a greener future.

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

## **Relative clause**

Describe the company's

Describe the

decoration that

attracts customers

2

mission.

(1) Defining relative clause To provide essential information about the company/product/event.

e.g. We choose to work with suppliers which provide organic ingredients.

(2) Non-defining relative clause To provide non-essential information about the company/product/event. e.g. The 2-in-1 candle warmer, which has a hand-painted design, will become a fashionable and unique accessory at home.

# **Reduced Relative Clause**

To make the writing more concise and add variety to sentences. e.g. The pop-up shop offering chemical-free products will be popular. which/that offers (2) Past participle phrase

Use a reduced relative clause to describe the target customers.

Task 5

The Sweet-scented Travel Tin, specially designed for travellers on the go, is our best-selling product. It allows their favourite fragrance to keep them company at all times. The candle in the tin, weighing 100g only, is meticulously crafted and very portable. We use the best ingredients available and work with which/that are socially providers and environmentally responsible. The fruity aroma of Turkey's figs and apricots, together with the floral notes of acacia and edelweiss, forms a sweet base which makes users dream of a garden. We strive to create handy scented candles which/that are good for travellers, and safe for the old and the young. Burning Time: 30-40 hours

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

e.g. Planet Smart, which is located on an outlying island, aims to make itself self-sufficient in ingredient supply in the

> Best-selling product: Use relative clauses to describe the product.

> > 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.

> Curriculum Development Institute Education Bureau HKSAR ©2024