

# Writing Captivating Company Profiles and Promotional Content

Creating a lasting impact with figures of speech

Creative Use of English

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: Planet 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



## 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 **f**loral fragrance of our scented candles which helps them fall asleep amidst the **s**oothing **s**cent.



## 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.

## 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**.



PART A  
For question 1, write about 200 words in the space provided on pages 2-4.

① 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.

**Pop-up Shop Application Form**

Company Name: Planet Smart

**A. Company Profile** (Introduce your company):

5 \_\_\_\_\_

10 \_\_\_\_\_

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

15 \_\_\_\_\_

**C. In-store Event** (Describe one event you will hold in your shop to attract customers):

20 \_\_\_\_\_

25 \_\_\_\_\_

Answers written in the margins will not be marked.

### Task 1

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.**

Use **parallelism** to describe the products/ company.

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.**

### Task 2

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

Founded in 2022, Planet Smart is committed to **“growing a green globe”.**

Use **alliteration** to describe the mission of the company.

### 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 **a real delight.**”

Use **rhyming** to present an in-store event.

# 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.

## Relative clause

- (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.
- (1) Present participle phrase  
e.g. The pop-up shop offering chemical-free products will be popular.  
*which/that offers*
- (2) Past participle phrase  
e.g. Planet Smart, which is located on an outlying island, aims to make itself self-sufficient in ingredient supply in the long run.

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

Describe the company's mission.

Use a reduced relative clause to describe the target customers.

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

### Task 4

**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.

Describe the source(s) of the ingredients

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

Describe the decoration that attracts 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 providers which/that are socially 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 reduced relative clause to explain its weight.

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

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

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