
23 Cause, effect, contrast

Write an email to a colleague or business contact describing the cause and effect of some changes in your business.

Some ideas are given below, but adapt and change them as you wish.

a) An email to a business contact, a colleague or your line manager explaining the reasons for some changes in your business.

Ideas: changes in the market; changes in your product range; changes in the economic or social context; changes in your organisation.

b) An email that follows up the one you wrote for unit 22, adding some reasons and results.

c) An email to a colleague in another department using the information below:

(Cause ⇒ Effect, Effect ⇐ Cause)

- new markets in central Europe ⇒ increase in sales
- this increase in sales ⇐ new offices in Warsaw and Budapest
- Poland particularly strong market ⇐ we bought a local company there three years ago
- advertising campaign ⇒ greater brand awareness
- need to improve distribution channels ⇒ negotiate with a supermarket chain
- Petra should be responsible for this negotiation ⇐ her good local knowledge

When you finish, work with a partner. Check each other's grammar, spelling, punctuation and style. Is everything clear, well-structured and easy to understand?