
14 Comparisons

Write an email where you compare different places, things or companies.

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

- a) An email to a friend telling them about a holiday to another city/country. Compare the place where you went with your own city/country.
Ideas: the weather; description of the city/country in terms of places of interest and architecture; description of the city/country in terms of the people, food and drink; leisure and lifestyle habits, any other differences that you noticed.
- b) An email to a customer comparing several products/services that you offer.
Ideas: price; features; functions; customer benefits; performance; size/weight/shape/materials/colour; design and technical specifications; availability; possibility for customisation.
- c) An email to your line manager where you summarise some market research giving the main differences between your own company and a competitor.
Ideas: the product range; product quality; price; ability to customise the products; the location of the main offices; distribution channels; target markets; advertising etc.
- d) Your own idea.

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?