

Pearson ESOL | Level 1 | Letter Writing Task 3

You see this page on a website.

Rafton Business Association

Do you dream of starting your own business?

Do you want to:

- make and sell food, for example, sandwiches, cakes or other items
- sell products such as gifts, jewellery or clothes
- provide a service, such as cleaning, parcel delivery or pet care?

Or do you have a different business idea?

We want to give local people the chance to develop their ideas and to start up a business with expert support.

Just write us a letter about your business idea. We will look at all the letters and choose the five best ideas.

If your idea is chosen, you will receive the following support:

- advice from a business consultant
- a grant of £2000 to develop your idea
- an opportunity to promote your business at Rafton Business Fair.

Write your letter to:

Mrs R Chauhan
Rafton Business Association
PO Box 145
Rafton
RF1 2QZ

You want to start your own business.

You have seen that support is available from Rafton Business Association.

Write a letter to Mrs R Chauhan at Rafton Business Association, to describe your business idea.

Include details of the products or services you will offer and who your customers will be.

You should also explain why you think your business will succeed, and describe your plans for the future.

You must use at least **one** complex sentence in your letter.

You are required to plan and write your letter on the pages provided.

You must plan your letter here.

NOTE: remind yourself of what you need to include in the letter.

Mark Scheme

1.1	The plan is in a recognised format. e.g. spider diagram, lists, notes, draft.	1
1.1	Content of plan is relevant to the given scenario. It must include information relevant to the scenario, e.g. details of the products/services, who the customers will be, why the business will succeed, future plans.	1
2.1	Offers appropriate level of detail in order to fulfil purpose, e.g. details of the products/services, who the customers will be, why the business will succeed, future plans.	1
2.2	Opens and closes the letter with appropriate formal phrases. Do not accept 'Hi...', 'Hello...', 'Cheers...', 'Bye...', 'Best wishes...'.	1
2.2	Uses language appropriate to audience and purpose, i.e. tone and vocabulary suitable for formal letter. Do not accept slang words or 'text speak'.	1
2.3	Letter is sequenced in a logical fashion in order to make clear sense to the intended audience.	1
2.3	Letter is written in paragraphs.	1
2.3	Inclusion of a closing statement, e.g. 'I look forward to hearing from you', 'I hope you will support my business idea'.	1
2.4	Final version of letter makes grammatical sense, e.g. correct tense, subject-verb agreement and pronoun use such as 'I would sell them to ...', 'I would deliver at a time to suit them ...' Final version to contain no more than two grammatical errors.	1
2.4	Includes at least one complex sentence as required, which uses an appropriate connective.	1
2.5	Capitalisation and punctuation used correctly in final version; no more than two capitalisation and punctuation errors in total.	1
2.6	Final version contains accurate spelling with no more than three errors.	1