

Attachment: The purpose of the text

Number of methodological Tool	EUPA_LO_050_M_01
Number of attachment	EUPA_LO_050_M_01_Att1

1. Purpose of the Document

INSTRUCTIONS: Read the following Zedcom Small Business Promotion Letter and comment on the following:

1. Writing style

2. Writing tone

3. Whether the reader will have an interest in what is presented.

31 March 2000

Subject: Small Business Programme at Zedcom

Dear Sir,

The Small Business Programme at Zedcom aims to offer all participants the unique opportunity to set up and manage their own business.

All participants will receive essential information on the management and marketing of products, price setting, quality and stock control, and the training of colleagues, as well as learning other management skills.

Zedcom hopes through this initiative to offer participants, at no expense to themselves, increased opportunities, income, and an improved standard of living. If this programme interests you, information can be obtained by telephoning 0800 000000.



1. What is the purpose of the document?

2. What is the central meaning?

3. What kind of document is it?

4. What does the reader have to do?



5. Is it effective? Justify.

