

10.3_E

Introduction		Examples of ideas
Introduce the topic area Give the outline of the essay		
Body	Paragraph 1 Situation/problems (general)	
	Paragraph 2 Problems (specific examples)	
	Paragraph 3 Solutions	
	Paragraph 4 Evaluations of solutions	
Conclusion		

10.3_E Possible essay plan

Introduction		Examples of ideas
Introduce the topic area Give the outline of the essay		Small tourism/hospitality businesses → many difficulties when starting up ... <i>In this essay, I will discuss financial difficulties ...</i> <i>I will illustrate/describe ... (examples)</i> <i>I will consider ... (solutions)</i> <i>Finally, I will suggest ... (best solution)</i>
Body	Paragraph 1 Situation/problems (general)	Small businesses → financing problems 1. high-street banks don't often give loans to new small businesses (evidence: a number of surveys) 2. large public share issues not possible for small entrepreneurs (not the case for large businesses)
	Paragraph 2 Problems (specific examples)	Examples of case: Alison Cole's Moreton's Myth Horse Treks
	Paragraph 3 Solutions	1. overdraft with bank 2. trade credit (suppliers) 3. government small business loan 4. family 5. private investor
	Paragraph 4 Evaluations of solutions	First 4 types of funds fairly easy to obtain but (i) short-term, (ii) small amounts of money, (iii) bank overdrafts = expensive family → certain risks (i.e., if business not successful → personal problems) private investor → will take some of the profits but = useful for advice
Conclusion		<i>In my view/As I see it, the best option is ... because ...</i> <i>Firstly, ...</i> <i>Secondly, ...</i> <i>Thirdly, ...</i>