

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 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 → may not lend enough capital to small businesses 2. small businesses → large public share issues not possible (not the case for large businesses)
	Paragraph 2 Problems (specific examples)	Examples of cases: 1. James Cooper 2. Sarah Stoppard 3. Sam Walton
	Paragraph 3 Solutions	Possibilities: 1. overdraft with bank 2. suppliers' credit 3. government small business loan 4. family 5. angel investor
	Paragraph 4 Evaluations of solutions	First 4 types of funds = easy to obtain but: 1. may (1) be short term (2) provide small amounts of money 2. bank overdrafts = expensive 3. family → risks (e.g., if business not successful → personal problems) angel 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>