



Primark

Reading to Writing Summary

EXAMPLE

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Student EXAMPLE

Two types of lesson

Lesson#1: [Easy] **** [B2/C1]

1. Predict the content of the text. Write down key terms & ideas.
2. Read the text & check words & meanings with a dictionary.
3. Identify the key points and supporting details and complete the **outline**.
4. Write a one-paragraph summary of 200-250 words.
5. Check key points with the **completed outline** & **model answer** (try to achieve 4 key points and 4 supporting points).
6. Answer the critical thinking questions & check possible answers.

Lesson #2: [Hard] ***** [C1]

1. Read the text – no dictionary.
2. Identify the key points and supporting details and complete the **outline**.
3. Write a one-paragraph summary of 200-250 words.
4. Check key points with the **completed outline** & **model answer** (try to achieve 4 key points and 4 supporting points).
5. Answer the critical thinking questions & check possible answers.

Teacher

Two types of lesson

Lesson#1: [easy] ***** [B2/C1]

1. Distribute the text a week /day before the test. Students read, check vocabulary & meanings.
2. Test day: distribute a **new copy of text** and the **summary question**.
3. Set 1 hour to read the text, take notes and write a one-paragraph summary of 200-250 words.
4. Feedback¹: take in and mark [use our correction code*].
5. Feedback²: distribute **completed outline** & **model answer**. Students compare with their own work.
6. Summary marking: **should contain at least 4 main ideas with support** – see summary key points.
7. Extra: critical thinking questions / group discussion (30 minutes).

Lesson #2: [hard] ***** [C1]

1. Set 1 hour to read the **text** and write a one-paragraph summary of 200-250 words.
3. Feedback¹: take in and mark [use our correction code*].
4. Feedback²: distribute **completed outline** & **model answer**. Students compare with their own work.
5. Summary marking: **should contain at least 4 main ideas with support** – see summary key points.
6. Extra: critical thinking questions / group discussion (30 minutes).

Correction code*: www.academic-englishuk/error-correction

Primark: A 2022 Case Study **EXAMPLE**

By A Watson (2022)

Primark is primarily a fashion retailer specialising in the latest trends in both men's and ladies' clothing. [REDACTED], it now offers children's clothes, beauty products and home accessories whilst continuing to offer "[REDACTED]" throughout Europe and the north-eastern states of the USA (Primark, 2021).

Primark's continuous growth in sales and expansion [REDACTED] of managing customer proposition through low operational costs. Newman (2021) claims that Primark is able [REDACTED] of the way from the supply chain to the physical store. For example, when shipping the manufactured items from the factory, Primark relies on pallets, which stack the products, ready for [REDACTED], where they remain until the price is reduced enough to sell them through, before being replenished by the pallet again. On the other hand, [REDACTED] store, where customers will face a limited number of fitting rooms, a difficult refund process which deters [REDACTED] of staff in comparison to the amount of shoppers, whose focus is on attractive merchandising and speedy over-the-counter transactions (Newman, 2021). For these reasons, Primark [REDACTED] offer [REDACTED]. Consequently, as Primark is considered to be affordable, it is also extremely popular, and continues to grow exponentially. [REDACTED] Associated British Foods, has drawn up plans to open more than 100 new stores in France, Spain, Italy and the USA, which would [REDACTED] ABF (2021) also reports that despite the global pandemic which resulted in store closures and an initial decline in sales, once Primark stores re-opened, sales records hit such heights [REDACTED] recuperated in a matter of months, as can be seen over the summer alone, when Primark's revenues stood at £1.6bn.

As aforementioned, [REDACTED] its physical stores were closed due to several national lockdowns, which has prompted many people to wonder why Primark does not have an online store. For Primark, however, [REDACTED] online business, including online returns, are not worth it. Jack and Frei (2021) [REDACTED] company [REDACTED], operating an online business could actually reduce profits, due to the high costs involved with designing and programming an attractive website, offering virtual support through online chat, [REDACTED] can hold stock inventory, or customer account details, for instance. Furthermore, as online returns of clothing are [REDACTED] as well as the demand for returning items not only via post but also through courier and third-party collections, managing this area requires round-the-clock maintenance, especially in [REDACTED], which requires serious investment (Jack and Frei, 2021). All in all, moving Primark online is not something the [REDACTED] feel it needs to do, or should have to do.

Instead, Primark has focused its attention more recently on implementing more sustainable and circular [REDACTED] In terms of the [REDACTED] reduce carbon emissions by 50% within the next decade through the use of more recycled or sustainably sourced materials to produce [REDACTED] single-use plastic and non-clothing waste, and regenerating agricultural practices, whereas with regards to ethics, [REDACTED] particularly women, with [REDACTED] training, and skills development so that they are able to seek more opportunities to progress professionally, [REDACTED] taken care of (Primark, 2021). A lack of transparency and traceability has been levied at the fashion industry in recent times,

_____ can be seen as one way to counter this criticism.

Thus, although it seems unlikely that _____ in terms of online trading, there is a clear indication that Primark is beginning to make changes with regards to its ethical and environmental concerns. _____, it is even more important for Primark to move with it, if it wishes to remain as profitable as it has been over the last fifty years.

Reference list

Associated British Foods plc, (2021). *Trading Update* [online]. Available at: https://www.abf.co.uk/media/news/2021/trading_statement [Viewed 02.03.2022].

Jack, L. & Frei, R., (2021). *Fashion retailer Primark is refusing to sell online – here’s why it is right to do so* [online]. Available at: <https://theconversation.com/fashion-retailer-primark-is-refusing-to-sell-online-heres-why-it-is-right-to-do-so-153511> [Viewed 01.12.2022].

Newman, G., (2021). *Primark And The eCommerce Debate* [online]. Available at: <https://www.linkedin.com/pulse/primark-ecommerce-debate-gordon-newman> [Viewed 02.02.2022].

Patridge, J. & Kollwe, J., (2021) *Primark plans more than 100 new stores worldwide in Covid rebound* [online]. Available at: <https://www.theguardian.com/business/2021/nov/09/primark-new-stores-covid-shares-abf-ftse-100-sales> [Viewed 02.02.2022].

Primark, (2021). *About Us* [online]. Available at <https://www.primark.com/en/aboutus> [Viewed 03.02.2022].

Primark, (2021). *Our Approach; Our Commitments* [online]. Available at: <https://corporate.primark.com/en/our-approach/our-commitments> [Viewed 01.02.2022].

Summary: Key Points

Take notes on the key points of the text.

1. Main idea:
Support:
2. Main idea:
Support:
3. Main idea:
Support:
4. Main idea:
Support:
5. Main idea:
Support:

Summary: Key Points (ANSWERS) EXAMPLE

Take notes on the key points of the text.

<p>1. Main idea: Background of Primark</p> <p>Support:</p> <ul style="list-style-type: none"> • Primark is fash. [REDACTED] • Started: 1969 & now sells children’s clothes, beauty prod. & home accs. • [REDACTED]
<p>2. Main idea: Primark’s business model</p> <p>Support:</p> <ul style="list-style-type: none"> • ↑ sales & expansion due 2 bus. model = manage cust. prop thru low operation. costs. • Op. eff. [REDACTED] E.g, Factory = prods. on pallets move 2 warehouses → move 2 store. • Low-cost cult. [REDACTED], diffC refund process, small no of staff = att. merchandising & quick trans. (Newman, 2021). • So Primark sells latest prod at low price = affordable, pop & growing rapidly. • Primark’s owner, [REDACTED] in Europe & US↑ no to 530 (Patridge and Kollwe, 2021). • Glob. Pandemic = store closures & decline in sales but once stores opened sales hit record heights - [REDACTED] (ABF, 2021).
<p>3. Main idea: Reasons why Primark has no online presence</p> <p>Support:</p> <ul style="list-style-type: none"> • [REDACTED] – not worth it. • Primark’s business model = op. online cld red. profits (Jack and Frei, 2021) coz: <ol style="list-style-type: none"> 1. [REDACTED] 2. Offer. virt. support thru online chat. 3. [REDACTED] 4. Having database to hold stock inventory, or cust. account details. 5. [REDACTED] 6. Invest. in fraud sec.
<p>4. Main idea: Primark Cares: sustainable & circular business practices</p> <p>Support:</p> <ul style="list-style-type: none"> • ↓ Envi. = CO₂ emissions by 50% within 10 yrs: 1. More rec or sustain sourced mats. 2. Eradic. of [REDACTED] 3. Regen. agri. practices. • Ethics = prin. goal - provide workers, esp women, with: 1. Living wage. 2. Fin. lit. training. 3. Skills dev. • This will enable [REDACTED] while ensur. their health & wellbeing is taken care of (Primark, 2021).
<p>5. Main idea: Moving forward</p> <p>Support:</p> <ul style="list-style-type: none"> • Primark – no inten. to sell online. But will focus on sust 2 remain compet.

Summary

Task: Write a 200-250 word summary on the key features of the text.

Word Count: _____

Summary: Primark **EXAMPLE**

Sample 1: 241 words

Primark is a global retailer [REDACTED]. It owes its success to its [REDACTED] low operational costs. This is achieved both outside the store where it maintains operational [REDACTED] (Newman, 2021) and inside the store where it saves a significant sum of money by providing only small [REDACTED] and implementing a challenging refund policy. These methods allow Primark to sell the latest trends at low prices, and as a consequence, Primark continues to grow due to its popularity and affordability. This success, according to Patridge and Kollwe (2021), has enabled Primark to focus on the [REDACTED] the US. However, one area which Primark will not be exploiting is selling its products online. Jack and Frei (2021) explain [REDACTED] in maintaining an online business, and Primark is likely to lose money due to its current business model. What Primark will do though is to start focusing on sustainability and ethics. [REDACTED] the next ten [REDACTED], and it aims to provide its factory workers with better financial benefits, skills and training [REDACTED] the fashion industry moves in the direction of sustainable practices.

Sample 2: 194 words

Primark is a multinational fast fashion retailer [REDACTED] due to its core strategy of managing customer proposition through low operational costs. From the supply chain [REDACTED] Primark is able to sell the latest trends at low prices. Due to its popularity and affordability, [REDACTED] stores in Europe and the US (Patridge and Kollwe, 2021); however, Primark will only focus on physical stores and have no intention of [REDACTED] high costs involved in maintaining a digital presence, and its business model which means Primark could see a financial loss [REDACTED] focus on though are environmental concerns with the goal of reducing its carbon emissions by 50% in the next ten years by using more recycled and sustainable materials, and ethical considerations [REDACTED] with better working conditions. These two measures would ensure that Primark remains competitive as the fashion [REDACTED] practices.

Critical Thinking Questions

i) What's the stance of the author? What is the evidence for this?

[2 points]

ii) Is this a credible article? Yes /no – why

[2 points]

iii) Highlight four ideas in the text you would use for an essay on: 'How Primark remains so successful despite its reluctance to have a transactional website'.

[4 points]

iv) Highlight two areas in the text that you question, disagree with or lack evidence.

[2 points]

Critical Thinking Questions EXAMPLE

i) What's the stance of the author? What is the evidence for this?

The writer [redacted] that it has put forward so that it can continue to be the successful company that it has been for the last five decades. The stance is [redacted]

Thus, although it seems unlikely that Primark will innovate its business model in terms of online trading, [redacted] with regards to its **ethical and environmental concerns**. As the fashion industry **edges ever closer** to sustainable practices, **it is even more** [redacted] profitable as it has been over the last fifty years.

[2 points]

ii) Is this a credible article? Yes /no – why?

Yes, with six sources used; however, three sources are Primark's and its owner's own website so it [redacted]

Who is the author? [redacted] It's probably a good idea to use primary sources.

[2 points]

iii) Highlight four ideas in the text you would use for an essay on: 'How Primark remains so successful despite its reluctance to have a transactional website'.

P1: Primark = [redacted]
P1: 400 stores - Europe & USA (Primark, 2021).
P2: Contin. growth [redacted] cust. prop. thru low op. costs.
P2: Op. eff. = from supply chain to store (Newman, 2021). E.g, products are placed on pallets in the factory & shipped to [redacted]
P2: Low-cost cult. cont. in store. E.g, low no of fitting rooms, diff. refund process & small no of staff who [redacted] (Newman, 2021).
P2: Bus. model allows Primark to offer cust. low cost latest trends.
P2: Plans to [redacted] (Patridge and Kollwe, 2021).
P2: Primark made £1.6bn after stores reopened – pandemic (ABF, 2021).
P4: [redacted] Primark Cares: reduce CO₂ emissions by 50% within ten yrs by using recycled or sustain. sourced mats., erac. single waste plastics & other waste & regen. agri. prac.
P4: Ethical goals: improve worker's [redacted] (Primark, 2021).
P5: If Primark meets its [redacted] remain profit.

[4 points]

iv) Highlight two areas in the text that you question, disagree with or lack evidence.

P3: Can Primark really [redacted]? *[As more and more shoppers buy products online, will Primark lose out to its largest competitors? Is it really so expensive to maintain a website? Aren't physical stores far more expensive?]*

P4: What will Primark's circular [redacted] *Will it recycle and/or reuse its products? Would be better if it offered a better quality product so that there's less waste? Can fast fashion ever be sustainable?*

P4: [redacted] emissions in terms of transportation costs? *[How much pollution is caused in Primark's supply chain? [redacted] ? If so, when?]*

P4: How will Primark eradicate its single-use plastic and non-clothing waste? *[What will it replace its hangers with? [redacted]]*

P4: What does Primark call a living wage? *[What is the definition of a living wage? Is the definition the [redacted] Who will oversee that Primark is putting theory into practice?]*

P4: What kind of [redacted] *[Will this solely be connected to Primark? Will the skills be transferable?]*

P4: How will [redacted] *What about men, isn't their health important too?]*

[Any 2 of these – obviously subjective so accept any credible student answer too]. [2 points]