

Assessment 1 – Elshaddai H.

PART 1: Upload your photo of your A3 in-class notes here:

If you post it, they will come: The businesses turning likes into livelihoods

Adapted from: BBC News (2026) *Viral chicken shop draws customers from hours away*. BBC News. Available at: <https://www.bbc.co.uk/news/articles/cm2701py5npo> (Accessed: 10 April 2026).

By Elliot Deady. Essex, published 19 October 2025.



Image source: Elliot Deady/BBC

Murat Mutlu says he is surprised at how far his customers of his sandwich shop will travel.

Social media platforms such as TikTok and Instagram have made it easier than ever to get noticed by the world. How does it feel when your business is at the centre of a viral trend?

Spend any time on social media and it won't be long before you see footage of some holiday mishap accompanied by the ironic voiceover, "Nothing beats a Jet2 Holiday."

The travel firm's upbeat theme music and tagline has **become an internet meme** unit, and many smaller businesses are also benefitting from social media fame.

They include **Binley Mega Chippy**, which saw trade increase tenfold thanks to videos on social media.

"Spudman" - aka Ben Newman - saw his jacket potato stall besieged with customers after his own videos went viral.

Elsewhere, **"Chip Shop Diva"** Destiny Harold became an internet star, thanks to her appearances in online videos for Merchants fish and chip shop.

In Essex, meanwhile, a number of businesses are currently enjoying a boost in business after going viral.

'Customers travelled three hours for our chicken burger'



Image source: Elliot Deady/BBC

Hollywood Sandwich Shop is tucked away on an industrial estate in Basildon.

It has just gone 09:00 on a Tuesday morning and a flurry of customers have already been through the door at Hollywood Sandwich Shop in Basildon.

It is mostly loyal regulars popping in for breakfast, but I am told that come the weekend, people will be turning up from far and wide.

The sandwich shop does post its own videos on TikTok, but it is content posted by its customers that has boosted its bottom line.



Image source: Elliot Deady/BBC

The shop's chicken burger is drawing customers from far and wide.

1. What is the main idea of the whole text?

The main idea is how social media and viral content can help boost small businesses that do not have a lot of visibility or sales. Social media can help businesses build their brand, gain customers' trust and market their services to more people and get viral.

2. What is one key point that supports the main idea, and which specific example from the text shows this?

One example in the article is Honeywood Sandwich Shop in Essex. TikTok helped the business go viral and increase its sales, and some customers even travelled three hours just to try their chicken burger after seeing it on social media. For me this is the power of getting the right customers with the right content.

3. What is a different key point that supports the main idea, and which specific example from the text shows this?

I'm adding another good example is Linda Hunter, who started posting her clothing business on Instagram during the pandemic. She later moved her business fully online and now sends clothes across the UK and even abroad, this shows how social media can help a small business reach many more customers not only locally but internationally.

4. Which part of the text do you think is most important, and why?

I think one of the most important parts is the section about Kristy Chamberlain, where she says that some people drive four or five hours just to visit her shop. This shows the power of social media and how being consistent with posting can attract customers from far away.

Reflection:

5. What did you find difficult in this task (including in-class components), and why was it difficult?

At the beginning, I found it challenging to understand the difference between the main idea and the key points. The article included several different businesses and examples, which made it a little difficult, but I am managing better now and I understand the differences between them.

6. What helped you with this difficulty, and how did it help you?

My class notes as I didn't take a lot it's more I am someone who understands better orally. I wrote down the main information during the exercises we completed in class. Going back through the article also helped me separate the main idea from the different examples and I looked at the class video as well. This helps me a lot.