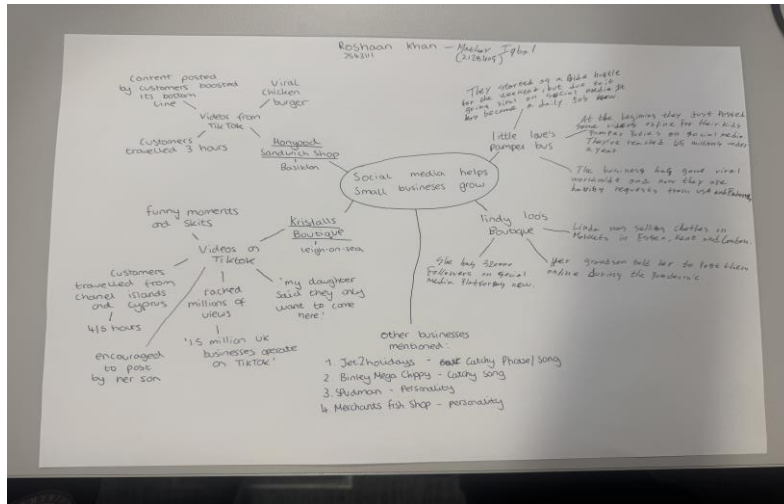


Academic Skills – Assessment 1

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Task 1 – Reading Task Template

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



1. Answer these questions using the sentence starters below

a. What is the main idea of the text?

The main idea is that social media can be very influential in the growth of a business. Various social media platforms, such as TikTok and Instagram, can be used to bring eyes to the business, therefore increasing sales, ultimately securing business growth. Some businesses in the text relied on their products to be of either really good quality to attract customers, whereas others relied on humour, skits and personality to reach wider audiences. For example, Kristy used her employees at the Kristalls Boutique to showcase personality through humorous videos posted to TikTok. This led to customers gaining a vast interest in her shop. We learn 'Customers travelled from the Channel Islands and even Cyprus. This increased business for the small store in Leigh-on-Sea and allowed Kristy to gain strong customer loyalty.

b. What are two key points?

One key point is that social media can attract customers far and wide. This is shown throughout the many different businesses mentioned, such as Honywood Sandwich Shop, where a statement from Murat Mutlu expressed his surprise that 'Customers had travelled for our chicken burger for three hours. This emphasises the great advantage of social media and how a small video/joke can impact livelihoods and generate free advertising greater than any marketing scheme.

Another key point is the increase in customer loyalty towards various brands and businesses due to them becoming more favourable to an audience. This is mentioned during the section regarding Kristalls Boutique. One mother mentioned, 'My daughters only wanted to come here for their dresses'. This highlights social media's hold on the younger audience. Kids hooked onto social media can fall idol to certain personalities, and this can heavily influence parents' shopping decisions. Hence, leading to an increase in overall customer loyalty through personalities behind a business, pioneering the way forward for small businesses in the social media world, challenged bigger and more funded businesses in their own way.

c. What part of the text did you find most important? Why?

The most important part is the key highlighting of the commitment customers had when travelling to the chosen stores. The lengths to which people are willing to go to try a specific product, meet an online figure or experience the viral store in real life are outstanding. Multiple businesses in the texts were not only happy with this commitment by customers but were probably more shocked. A single burger from Honeywoods' sandwich shop, which may be very similar to local branches, was reaching and enticing people hundreds of miles away. This feat I find important in emphasising the great power of social media and how much influencers or food reviewers can convince people to go this far for a product so simple.

d. Was anything unclear or difficult to understand?

I was not sure about the specific ways in which businesses use social media to attract such a large audience. For example, a business like Kristalls Boutique, they may post funny videos and skits, but how exactly are they reaching such large amounts of people with such minimal content to show? Do they prioritise their personalities, location, products or prices? What exactly is it that customers see from this business that makes them want to commit so much? This is one thing I'd love to learn and find more information on.

e. How did your group help you understand the text better?

My group helped me by splitting the work into two, while I focused primarily on Honeywoods Sandwich shop and Kristalls Boutique, my partner focused his efforts on Lindy Loo's Boutique, and Little Loves Pamper Bus. And like the businesses I covered, he showed me a very similar pattern in how customers reacted through social media to impact the different businesses. Some travelled long distances, and some showed overwhelming support to greatly fund and increase a business's overall quality, leading to a greater experience for everyone else involved.

3. One sentence reflection

Question: What did you find challenging about this task?

The hardest part was using such small text with menial details and stats to conjure a detailed and responsive answer to all the business's successes. Whilst there was

enough information to get by, more quotes from owners, employees and customers, as well as more stats on impact, social media growth, etc., would have been useful.