

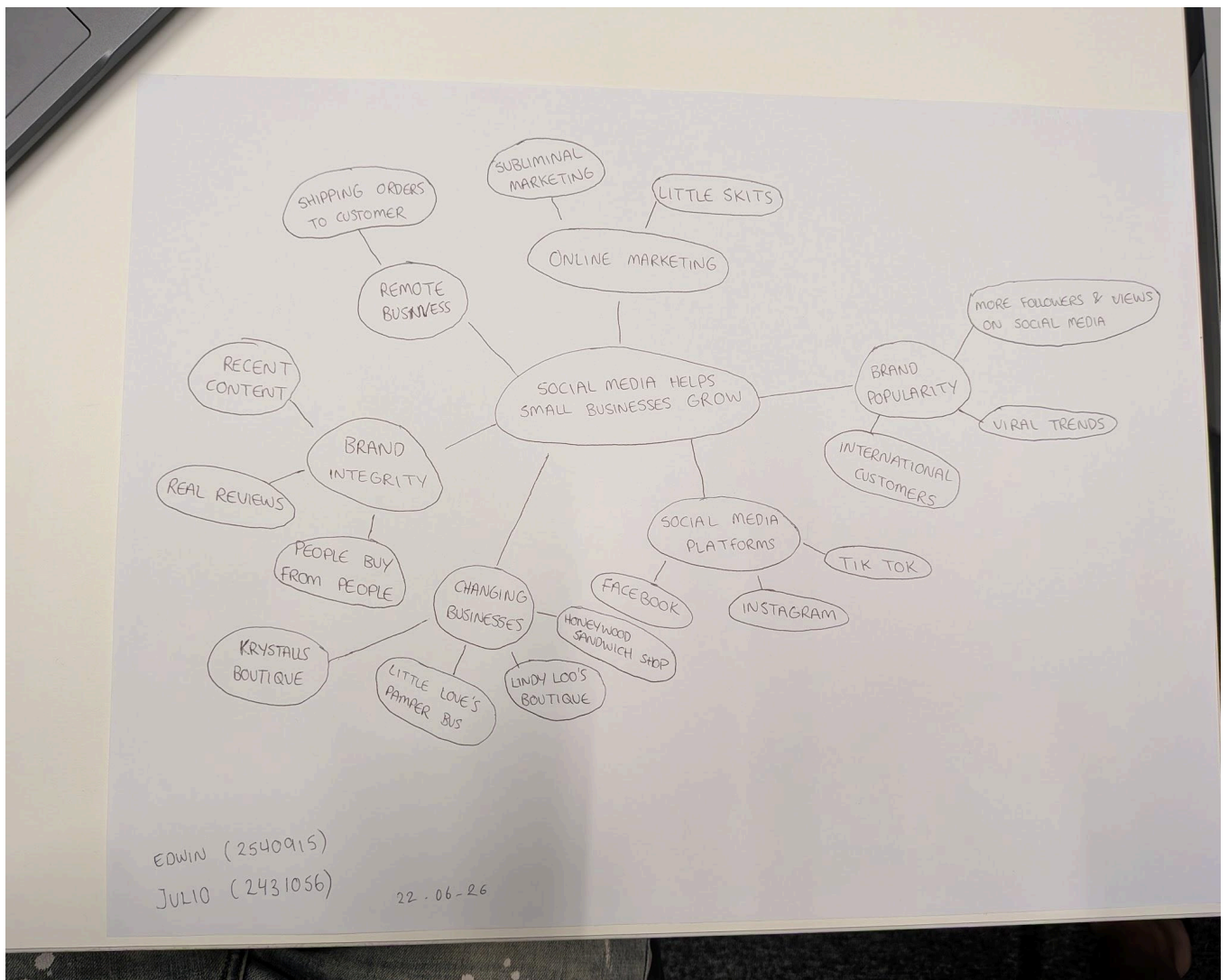


Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Edwin Richard Ossei-Gerning

Academic Skills Assessment 1

A3 in-class notes:



a. What is the main idea of the text?

- A) The main idea is that social media is having a huge impact on small businesses; driving them to success and helping them grow into bigger companies.

b. What are two key points?

- B) One key point is that it has helped a variety of businesses and not just one type. For example, Lindy Loo's Boutique is a clothing shop selling clothes whereas Honeywood Sandwich Shop is in the food industry. However both of these businesses have benefited from social media and have grown their clientele making it a brilliant marketing tool for a small business.

Another key point is there is more than one social media platform that can be used to market their product online e.g. Facebook, Instagram and Tik Tok have all been mentioned in the article and have all proven to be great platforms for a small business to use.

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

- C) The most important part for me is the reactions of these business owners and how it has made such a huge impact on not just their business but effectively changing some of their lives. For example, partners Chloe Huggins and Ross Bliss (owners of Little Love's Pamper Bus) said in the text, "The response on social media has honestly changed our business." This strongly supports the main idea of the text. Another business owner, Linda Hunter (owner of Lindy Loo's Boutique), was able to transform her business into an online service with the help of social media. She is now shipping orders all over the UK and even to Australia. I think this is remarkable.

d. Was anything unclear or difficult to understand?

- D) I was not sure about how I could expand on my ideas about the positives in the text but after using the mind map strategy, I found it easier to put my ideas into categories and elaborate on them.

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

- E) My group helped me by showing me ideas on their mind map which gave me another point of view about the text.

3. One sentence reflection

Question: What did you find challenging about this task?

The hardest part was identifying the fact this text was only relating to small businesses and not global businesses.