



BULATS Writing on the topic of product development

BULATS Writing Part One on product development

You have received the following email from a business journalist:

I am writing to you because I am working on a story on the next generation of solar panels and I would like to ask your company about its future product plans.

Could you please tell me something about what the efficiency of the new product will be like compared to your products now? I'd also be interested to find out about when you plan to launch the new panels, and what the cost will be.

I look forward to hearing from you soon.

Yours

Alex Case

Write an email back to the journalist. Things to put in your email:

- Say that the precise information is confidential
- The efficiency will be much better
- The cost will be slightly lower
- and any other relevant information that you want to include.

You should write between 50 and 60 words.

BULATS Writing on the topic of product development

BULATS Writing Part Two on product development

The product that you are working on has experienced a series of delays. Write a report about the product development schedule.

Things to include in your report:

- Reasons for the delay
- What has been done to solve the problems
- Future actions and predicted time frame

Write between 180 and 200 words.