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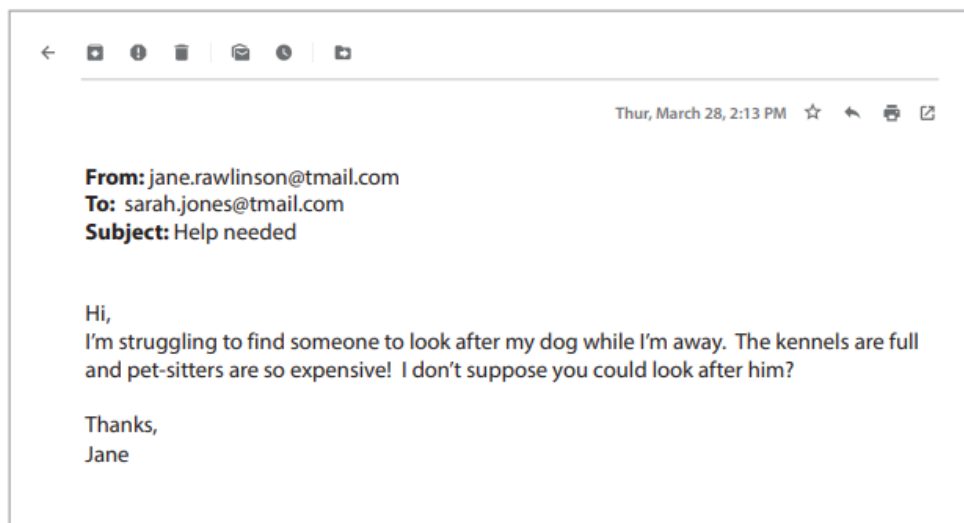
**Highfield Qualifications Functional Skills Level 2 Writing Practice Paper 1**

**Sample Answers**

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**Task 1**

You receive this email from a friend:



The email gives you an idea for a new business. You decide to launch your own company walking dogs and caring for pets while their owners are on holiday.

Write an **article** for your local newspaper and give information about your business idea.

You should take approximately **30 minutes** to complete this task.

*(27 marks)*

**Green highlighted** - reference to the mark scheme

## Sample Answer - Pass

### Pooch Patrol - A New Business Venture!

#### Demand for Local Dogsitters Increase

Recently, a friend emailed me to ask whether I would look after her dog whilst she was away. Whilst reading through her message, I noticed a trend that reflects wider concerns in the pet-owning community: 'kennels are full and pet-sitters are so expensive!'. Cost of boarding for dogs has skyrocketed by 60% since the pandemic, as well as kennels being fully booked now that a holiday is more possible. Additionally, trusting a stranger with your beloved pooch can be difficult, especially those who weren't subjected to socialisation due to lockdown.

With this in mind, I am launching a new alternative to kennels or traditional petsitters, named 'Pooch Patrol'. Pooch Patrol is a hybrid system between dog walking and boarding, which will reduce stress for both the owner and the dog when planning trips away!

#### What is involved in a Pooch Patrol stay?

- 2 walks a day
- Mental stimulation through training and games
- A comforting home environment
- Overnight stays or day boarding available

#### Why choose Pooch Patrol?

What sets us apart from the rest is our personal touch. I will get to know your dogs beforehand to ensure they feel comfortable; trust and respect are key aspects of a relaxing environment for dogs. As well as this, our prices depend on you; the size of your dog, length of stay, and most importantly financial situation. Pooch Patrol vows to never let money get in the way of your pets receiving the best possible care. So, when booking your next holiday or even just giving your dog a good day out, consider Pooch Patrol!

Word count: 273

#### Examiner comments:

- Wide range of punctuation used correctly
- Appropriate detail and length to meets needs of purpose and audience
- Words spelt correctly most of the time



## Task 2

You work at the head office of HFD Supermarkets and receive this memo from your manager:



Write a **letter** to send to residents of Manor Road to promote the opening of the new store.

You should take approximately **30 minutes** to complete this task.

Suggested word count 200-250 words

(27 marks)



**PASS**  
**FUNCTIONAL**  
**SKILLS**

## Sample Answer - Pass

1-34 Manor Road  
Highfield  
HF2 82Q

Joan Smith  
HFD Head Office  
Swindon  
SW3 123

16/05/22

Dear Sir/Madam,

I am writing to inform you of the imminent opening of our new store in your area- **HFD Supermarket is coming to you!**

The community in Highfield have been deprived of a considerable supermarket for years, with only small local shops available in the area. According to our research carried out earlier in the month, **56% of residents** stated that these local shops are too expensive and sell very little produce. Additionally, our findings further suggest that there are no supermarkets in the surrounding villages either, meaning **our new store is in high demand** for the more isolated communities as well.

Our prices are notably competitive; we price match with the lowest possible supermarket standard, whilst maintaining the quality that **you know and love** from HFD. We have a selection of produce for people on the go, and for your weekly **supermarket sweep**. But it doesn't stop there! We plan to implement a post office, a soft play area for children and even bike racks by the entrance. Unlike other supermarkets, **we donate 10% of all profits** to a different charity each month, where the choice is entirely **in the hands of you, the customer.**

Details for our opening event are as follows:

- Location: Highfield Road, Highfield, HF3 2JA
- Date: 16/05/22
- Time: 10:30-12pm

This event will give us the opportunity to showcase our values and hear your thoughts. Refreshments will be provided by us, to integrate our best interest into the community. We hope to welcome you not only to our event, but into our HFD community for many years to come.

**Yours faithfully,**  
Joan Smith

Word count: 289

### Examiner comments:

- Correct letter format and structure
- Complex sentences used accurately and consistently
- Correct spelling punctuation and grammar