**Certificate in Vocational English**  
*(Writing Skills: Reports Module) (QF Level 4)*

**Sample Task**

You work at the Hong Kong Tourism Board. Based on your notes below, write a survey report of about 300-350 words to your supervisor.

**Purpose:**
Investigate: add varieties of retail products and services in Hong Kong shopping malls?

<table>
<thead>
<tr>
<th>Shopper interviews</th>
<th>1 - 31 July 20XX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place</td>
<td>Time Square</td>
</tr>
<tr>
<td></td>
<td>Gateway Arcade</td>
</tr>
<tr>
<td></td>
<td>New Town Plaza</td>
</tr>
<tr>
<td>Completed surveys</td>
<td>5,667</td>
</tr>
<tr>
<td>Response rate</td>
<td>92%</td>
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</tbody>
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**Concerns (mall operators):**
- small shops cannot afford rent
- inconsistent product/service quality

**Key Comments**
- need more varieties of products and services  
  *e.g. handicrafts of local designers, traditional food of Hong Kong, childcare services*  
  97%
- restaurants and food stalls: same in most malls  
  52%
- need more food stalls and restaurants - X franchise  
  *e.g. independent restaurant owners w/ specialty dishes*  
  74%
- need more healthy dishes at food courts  
  32%

**Suggestions**
HK Tourism Board: detailed report → all mall operators (by 31 Aug 20IXX):
- more family-friendly environment for customers (not just children’s clothing stores)
- review family support services: adequate? friendly?
- some % of the stalls and shop units for independent / non-franchise operators
  - unique products & services: ↑ tourists and local customers
  - support local entrepreneurs: ↑ corporate image