

Business Literacy Assignment

Practice your business writing by creating your own business!!

Your Task:

In a group of 3 people, create a new condo development in Cambridge. Complete all the associated writing tasks that accompany this new development.

Step 1 (Planning):

1. Choose group members
2. Sketch a proposed condo tower. Use magazines, guides or newspapers to help you think of what you would like it to look like.
3. Decide on a name for your company.
4. Brainstorm amenities, location and other features that you would use to sell your condo.
5. Interpret the site plan provided to decide the best location for the condominium.

Step 2 (Building):

1. Decide how you will make your model.(toothpicks, craft sticks, building blocks, cardboard boxes, etc...)
2. Bring in your materials. Assemble your tower.

Step 3 (Writing):

1. Complete all of the following letters, memos or other forms of writing.
 - A) **Proposal Letter**- propose your new condo tower to the city's chief urban planner Mr. Bigtower.
 - B) **Request Letter** - write a letter to Mr. Cement requesting more supplies to complete your building.
 - C) **Business email** - write a formal business email which responds to the request letter written
 - D) **Complaint Letter** - write a letter of complaint from an owner to building management (Mr. Landlord) about a problem in your unit.
 - E) **Advertisement** - create an ad to sell units in your tower. Use pictures and text!

Step 4 (Selling):

1. Prepare a presentation to city planners for their approval. Your presentation should be approximately 5 minutes long and mention all components of the assignment.

Have fun! Be Creative!