

1 + 1 + 2 = 4

Page Schema	202 Discourse Pattern	Semantic Relations
Source	Preview	<p>This <u>diagram</u> shows the most important aspects of running a successful small business. It gives six key points and the reasons for, or results of, following the advice.</p> <p>The advice given for starting a small business can be divided into two main areas: advice relating to attracting and satisfying customers, and advice relating more to the financial side of the business.</p>
	Details	<p>The <u>three key points</u> in the top half of the diagram deal with location, service and product, as related to customers. The box on the left contains the suggestion that prospective business owners choose their location carefully, <u>ensuring that</u> it is in a safe area and is easy to get to <u>so that</u> there are plentiful numbers of customers. <u>In order to obtain</u> loyal and happy customers, the diagram advises a clear understanding of what kind of service customers expect. This last piece of advice relating to customers states that small business owners need to be aware of customers' opinions about their product. <u>This knowledge will enable</u> the owner to develop successful marketing strategies.</p> <p>The <u>lower half of the diagram</u> relates more directly to the financial side of running a small business. One of these points also relates to selecting suitable premises, advising people to avoid excessively high rent <u>in order to keep</u> monthly fixed costs as low as possible. Another important suggestion is to ensure a careful control of levels of stock. <u>This control is necessary to prevent</u> too much money being spent on stock and maintain sufficient cash flow. Pricing strategy is the final key point. The diagram advises studying competitors and keeping records of their prices and advertising. <u>This enable</u> the small business owner <u>to develop</u> effective pricing strategies.</p> <p><u>Ultimately</u> all of the advice given tells prospective business owners how to ensure that their business is financially successful. The lower three points are directly related to the finances but it is the customers that also create a profit for any business, so both of these areas are vital.</p>



22 Semantic Relations

- Bonding (x12)
- Amplification (x2)
- Means Result (x3)
- Means Purpose (x3)
- Contrast (x1)

2 + 3 + 3 = ?

Page Schema	203 Discourse Pattern	Semantic Relations
Goal	Preview	
↓	Details	
Path	<p>To start with one of the most important things to think about when running a small business successfully is the location of the business. It needs to be in a highly accessible area where you have a significant amount of both foot and vehicle traffic passing by. This ensures a plentiful number of customers. Also the location should preferably be in a safe area/neighbourhood as well as being in a good position on the street where you will have no worries with cars turning in off the street.</p> <p>Secondly being able to understand customers' expectations of your service as well as knowing what your customers like and dislike about your product are matters to be thoroughly considered.</p> <p>For example, good customer service and public relations with your customers will always mean customers will be satisfied and will keep coming back to your business. This ties in with knowing what your customers want from you business - their likes and dislikes of you product - because if you can satisfy them with excellent service and excellent products, they will remain loyal and you will be able to eventually develop a marketing plan that suits you and your customers.</p> <p>All the above things are concerned with pleasing the customer but to maintain these qualities, you take certain factors into account and monitor them.</p> <p>Studying other competitors in the same business as you enables you to help determine and assess your own pricing strategy and an effective way of doing this is to keep files of the competitors adverts and prices. (pricing information)</p> <p>Finally the last two factors which are very important for running a small business successfully, is to consider financial matters, such as the rent you're prepared to pay and the amount of stock you keep.</p> <p>Location once again is a significant financial matter as you want your business to be in premises that are not excessively high in rent and which won't have too many overhead fixed costs. If the fixed costs are monthly, you don't want them to be too high.</p> <p>Keeping a strict eye on the levels of stock you keep will ensure adequate cash flow and will prevent unnecessary spending or over sending.</p>	<p>Means Result</p> <p>Bonding</p> <p>Amplification (Term Spec)</p> <p>Bonding</p> <p>Means Result</p> <p>Condition Consequence</p> <p>Reason Result (inverted)</p> <p>Concession Contraexpect</p> <p>Means Result</p> <p>Means Result (inv.)</p> <p>Bonding Purpose (inv.)</p> <p>Reason Result (inv.)</p> <p>Condition Consequence</p> <p>Means Result</p>
link		
link		
link		
link		
link		

- (20 semantic relations)
- Means Result (x9)
- Means Purpose (x1)
- Statement Amplification (x7)
- Statement Exemplification (x1)
- Bonding (x6)
- Condition Consequence (x2)

Transcriptions: Task 2

1 + 2 + 2 = 5

2

Page Schema	204	Discourse Relations	Semantic Relations
source		<u>Preview</u> There are a number of <u>key factors</u> which are important when deciding to establish a small business.	Amplification (Term Spec.)
↓ link		(1) <u>Details</u> To <u>begin</u> , it is essential to consider the options for a possible location of the business. Issues such as accessibility of parking and appropriate numbers of passing pedestrians, all need to be carefully considered and prioritised. In addition, the major overhead cost of rent needs to be weighed up in relation to the location. Excessively high rent can be a major problem for a small business which is just starting out.	Statement Exemplification Reason Result (Invested)
↓ link			Amplification (Term Spec.)
↓ link		(2) <u>Secondly</u> some control needs to be kept on levels of spending to ensure an adequate cash flow throughout the year. Controlling levels of spending on stock is therefore essential to the success of the new enterprise.	Means Result Means Result Grounds Conclusion
↓ link		(3) <u>A further consideration</u> is that of customer service. <u>Attention</u> to this vital area ensures that customer satisfaction and loyalty are assured and that the business will continue to grow over time. Surveying clients in order to discern their likes and dislikes of your product range will contribute important information to assist you in your market planning in the future.	Means Result Means Purpose Means Result Bonding
↓ link		(4) <u>Finally</u> a study of your competitors' prices and range of products done by scrutinising their advertising should assist you with determining your own pricing strategies. This will be vital information for the success of your business.	Means Result Bonding Means Purpose
↓ goal		<u>If</u> all of these factors are considered carefully and put in place appropriately, the success of a small business should be guaranteed.	Condition Consequence

21 Semantic relations:

- Means Result (x6)
- Means Purpose (x2)
- Amplification (x2)
- Statement Exemplification (x1)
- Reason Result (x1)
- Condition Consequence (x1)
- Bonding (x7)
- Grounds Conclusion (x1)

1/2 √2

Transcriptions: Task 2

1 + 1 + 1 = 3

1

Page Schema	2C5		Semantic Relations
source	Preview	<p><u>Running a successful small business</u> is dependent on several factors. The way you deal with customers, the place you choose to set up your business, and the way you compete with other companies all affect the success of your small business.</p>	<p>Reason Result } Amplification (Term Spec)</p>
path	Details	<p>Perhaps the most important aspect of running a small business is keeping up, with and living up to, customer expectations. Understanding customers' expectations of your service is very important and ensures customer satisfaction as well as loyalty to your company. Moreover, making an effort to find out what your customers like and/or dislike about your product will make it easier to develop future marketing plans, and further improve customer satisfaction and loyalty.</p>	<p>Means Result } Bonding</p>
link	Bonding	<p>Moreover, making an effort to find out what your customers like and/or dislike about your product will make it easier to develop future marketing plans, and further improve customer satisfaction and loyalty.</p>	<p>Bonding } Means Result</p>
link		<p>Moreover, making an effort to find out what your customers like and/or dislike about your product will make it easier to develop future marketing plans, and further improve customer satisfaction and loyalty.</p>	<p>Bonding } Means Result</p>
link		<p>Moreover, making an effort to find out what your customers like and/or dislike about your product will make it easier to develop future marketing plans, and further improve customer satisfaction and loyalty.</p>	<p>Bonding } Means Result</p>
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link		<p>Moreover, making an effort to find out what your customers like and/or dislike about your product will make it easier to develop future marketing plans, and further improve customer satisfaction and loyalty.</p>	<p>Bonding } Means Result</p>
link	Amplification (Term Spec)	<p>Moreover, making an effort to find out what your customers like and/or dislike about your product will make it easier to develop future marketing plans, and further improve customer satisfaction and loyalty.</p>	<p>Reason Result } Means Result</p>
link		<p>Moreover, making an effort to find out what your customers like and/or dislike about your product will make it easier to develop future marketing plans, and further improve customer satisfaction and loyalty.</p>	<p>Means Result } Means Result</p>
link		<p>Moreover, making an effort to find out what your customers like and/or dislike about your product will make it easier to develop future marketing plans, and further improve customer satisfaction and loyalty.</p>	<p>Means Result } Means Result</p>
link		<p>Moreover, making an effort to find out what your customers like and/or dislike about your product will make it easier to develop future marketing plans, and further improve customer satisfaction and loyalty.</p>	<p>Amplification (Term Spec) } Means Result</p>
link		<p>Moreover, making an effort to find out what your customers like and/or dislike about your product will make it easier to develop future marketing plans, and further improve customer satisfaction and loyalty.</p>	<p>Means Result } Bonding } Means Result</p>
link		<p>Moreover, making an effort to find out what your customers like and/or dislike about your product will make it easier to develop future marketing plans, and further improve customer satisfaction and loyalty.</p>	<p>Means Result } Bonding } Means Result</p>
link		<p>Moreover, making an effort to find out what your customers like and/or dislike about your product will make it easier to develop future marketing plans, and further improve customer satisfaction and loyalty.</p>	<p>Amplification (Term Spec) } Means Result</p>
link		<p>Moreover, making an effort to find out what your customers like and/or dislike about your product will make it easier to develop future marketing plans, and further improve customer satisfaction and loyalty.</p>	<p>Means Result } Bonding } Means Result</p>
Goal	Bonding	<p>Moreover, making an effort to find out what your customers like and/or dislike about your product will make it easier to develop future marketing plans, and further improve customer satisfaction and loyalty.</p>	<p>Means Result } Concession } Contraexpectation</p>

(preview details)

25 Semantic Relations.

Means Result (x9)

Amplification (x3)

Bonding (x10)

Reason Result (x2)

Concession

Contraexpectation (x1)

✓

✓

Page Schema	2C6 Discourse Pattern	Semantic Relations
Source	Preview	Reason Result } Bonding
ath link link	Details	Bonding } Means Result
link		
link	Bonding	Amplification (Term Spec) } Bonding
link		
link		
link	Bonding	Means Purpose } Bonding
link		
link	Bonding	Amplification (Term Spec) } Bonding
link		
Goal		Reason Result } Bonding

- 26 Semantic Relations
- Bonding (x12)
- Means Result (x9)
- Reason Result (x3)
- Means Purpose (x2)
- Amplification (x4)

1 ✓

Transcriptions: Task 2

1 + 1 + 1 = 3

1

age Schema	207 Discourse Pattern	Semantic Relations
Source	Preview <u>There are several key factors</u> in the successful running of a small business. Each of these factors in turn ensure that the small business owner can develop policies which allow for not only the day to day running of a small business but long term plans as well.	Amplification } Means Result
Both link	Details <u>An important factor</u> is to know your product and to know what the customers think of your product. This knowledge <u>will ultimately enable you</u> to construct a marketing plan and to keep up to date with customer demand.	Bonding } Means Result
	<u>Closely related</u> to the development of a marketing plan is knowing what competitors are doing. <u>By studying</u> a competitors advertising campaigns and product prices, a small business owner <u>can then determine</u> their own pricing strategies.	Means Result } Bonding
link	<u>Location of the business</u> is also an important factor in the success of a small business. Obviously a business which is located in an accessible and popular location <u>will ensure</u> plentiful customers. However, the location may also need to be weighed up against the rent of the place.	Concession/Contraexp. } Bonding
link	<u>An absorbantly high rent</u> will result in high monthly costs - costs which a small business may not be able to sustain.	Reason Result } Bonding
link	<u>Once the business is up and running</u> the stock needs to be closely controlled. This factor again relates to such aspects as customer preferences and knowledge of the competitor. <u>If the levels of stock aren't controlled</u> according to these factors the business <u>may have</u> problems with cash flow and overspending.	Bonding } Condition/Consequence
link	<u>Lastly</u> , as can be seen from the diagram, the customers reactions to the small business and the services which it offers, are important. <u>To be successful</u> , a small business owner needs to monitor what the customer expects from the service and what they think of it. Ultimately, it is customer satisfaction and loyalty which ensure the success of a small business.	Means Purpose (int.) } Bonding Means Result

Goal

- 19 Semantic Relations
- Means Result (x4)
 - Amplification (x2)
 - Reason Result (x1)
 - Concession/Contraexpectation (x1)
 - Means Purpose (x1)
 - Bonding (x8)

(Bonding)

Chronological Sequence (x1)

Transcriptions: Task 2

$$1 + 2 + 3 = 6$$

2

Page Schema	209 Discourse Pattern	Semantic Relations
Source	<u>Preview</u>	You have the ideas necessary for a small business and you are full of enthusiasm. How should you go about starting up?
Path ↓ link link link link link link link link Goal	<u>Details</u>	You must consider the premises you rent first. The position of the premises can make or break a small business. The building must be in a position with a flow of foot traffic, so that you become seen and known.
		Parking nearby is essential too so that people planning to use your service can park easily, and safely make their way to your door. Without this, potential customers will go elsewhere.
		You have the product, but you must refine your knowledge of how customers want to use your product to target its niche market. Your marketing plan depends on the type of customers that your product will attract. Once you have advertised and attracted the customer, follow it up by giving the customer the service they expect. With a good product and reliable service, you will have that customer for life!
		You are not the only business offering this product and service. Your business must fit the business scene in your environs. Study the marketing ploys of your competitors and keep a record of their advertising. That way you will know how to price your product – not too high, not too low. Finally let us say you have your premises, you know your (potential) customers, and your price is right. Then for a profitable business all you need to (what), and what carefully is the cash flow. Beware of overspending. Know your stock levels. Record goods in and goods out. And you can confidently follow these arrows. Here (point to arrows on diagram) to a “successful small business.”!

- 16 Semantic Relations
- Bonding (x4)
 - Means Result (x5)
 - Means Purpose (x2)
 - Condition Consequence (x3)
 - Chronological Sequence (x1)
 - Concession Contraexpectation (x1)

Transcriptions: Task 2

$$2 + 1 + 3 = 6$$

2

Page Schema	Discourse Pattern	Semantic Relations
source	<u>Preview</u>	This topic deals with the main factors in running a successful business. There are four key areas which will be covered, namely customers, premises, stock and last but not least competitors. } Amplification (Term Spec.) } Bonding
↓		
path	<u>link</u>	
	<u>Details</u>	Firstly, the customers are vital to your business, so you want to choose a location that is safe and accessible for your customers. You also want to ensure that there is a constant flow of foot traffic for the many customers. They also have certain expectations of your service and so, if you want to ensure customer satisfaction and loyalty, you will try to meet their expectations. To assist you in developing a marketing plan, you should know your customers' likes and dislikes of the products in store. } Bonding } Reason Result } Condition Consequence } Result } Means Purpose (inverted)
<u>link</u>	Amplification (Term Spec.)	Secondly, when you are selecting a premises, you want to choose one where the rents are not excessive. This will ensure that your monthly fixed costs are not too high. } Means Result
<u>link</u>		The next issue is the control of your levels of stock. You have to monitor this to ensure adequate cash flow and to prevent overspending. } Means Purpose } Bonding
<u>link</u>		Another good strategy is to study your competitors. Try to keep files of their advertising and pricing information as this will prove useful to you. It could help you to determine your pricing strategy. } Reason Result } Bonding } Means Result

- 18 Semantic Relations.
- Bonding (x7)
 - Amplification (x3)
 - Reason Result (x3)
 - Means Result (x2)
 - Means Purpose (x2)
 - Condition Consequence (x1)

Page Schema	2C11 Discourse Pattern	Semantic Relations
source	<u>Preview</u> There are a number of key factors in running a small business successfully. Among these are location, understanding customers' expectations as well as their likes and dislikes. A knowledge of one's competitors, control of levels of stock and maintaining fixed costs at a manageable rate are also considered pertinent in the operation of a small business.	Bonding Bonding
with link	<u>Details</u> Location is the first key factor we shall look at. The location of a small business should be safe and accessible for customers. <u>This will ensure</u> a sufficient flow of pedestrians and accordingly plentiful numbers of customers. Small businesses should ideally be located either in a busy mall or major shopping area.	Means Result Bonding
link		
link	Secondly, we must consider the expectations of the service offered. <u>This will ensure</u> customer satisfactions. Another related factor is the importance of knowing your customers' likes and dislikes of your product. <u>This information can assist</u> in the development of an effective marketing plan.	Means Result Bonding
link	In addition we need to know who our competitors are. <u>This would involve</u> keeping files of their advertising and pricing information. <u>This in turn allows</u> us to determine our pricing strategies without such information we run the risk of losing customers and profit margins would also fall.	Means Result (inv.) Means Result
link		
link	Another factor we need to consider is that of fixed costs. <u>Fixed costs, in particular rent, should not be too high, as this will have</u> a negative impact on the business' performance.	Reason Result Bonding
goal	<u>When considering</u> what is important in the running of a small business there are a number of key factors we should remember. These are understanding customer expectations, likes and dislikes.	Bonding

- 16 Semantic Relations.
- Bonding (x9)
- Means Result (x5)
- Condition Consequence (x1)
- Reason Result (x1)

age Schema	2C12	Discourse Patterns	Semantic Relations
source	Preview	There are a number of factors which are essential for anyone hoping to start a small business. Such key aspects of a successful business relate to planning, overheads, customers and competitors, as well as the actual premises selected in terms of both cost and location.	Bonding
↓	↓	↓	↓
th	↓	↓	↓
link	Details	First, a small business owner must have a clear idea of potential customers' likes and dislikes in relation to the product in question in order to be able to develop an effective marketing plan. Equally, customer expectations of service need to be met, to ensure customer satisfaction and, therefore, loyalty - which equates to ongoing sales.	Means Purpose
link	Amplification (Term Spec)		
link	↓	Similarly, as can be seen in the diagram, an awareness of competitors is vital; the pricing and product information that can be acquired from their advertising can assist in establishing pricing and marketing strategies.	Reason Result (inverted)
link	↓	A vital factor in ensuring adequate cash flow and preventing overspending is a tight control of levels of stock, especially if shelf-life is also an issue (for example, in the food and beverages sector).	Means Result (inv)
link	↓	Finally, the choice of premises for any business is significant. A balance must be found between selection of a location which is safe and accessible for customers, ensuring a flow of pedestrians and therefore potential customers, while get avoiding an excessive outlay on rent which would make monthly overheads too high.	Means result, Reason Result (inv), Contrastive Alternation
↓	↓	↓	↓
oal	↓	Thus it is clear that the key to success in establishing a successful business is the research and planning that is done before any moves are made to actually set up the business. If this vital initial stage is neglected, the business is less likely to be viable.	Means Result (inv), Condition Consequence

- 16 Semantic Relations
- Bonding (x6)
- Means Result (x4)
- Means Purpose (x2)
- Reason Result (x2)
- Contrastive Alternation (x1)
- Condition Consequence (x1)

Page Schema	2C13 Discourse Pattern	Semantic Relations
<p>source and Goal)</p> <p>with</p> <p>link</p> <p>link</p> <p>link</p> <p>link</p> <p>link</p>	<p><u>Preview</u></p> <p>Bonding</p> <p>It is possible to run a small business successfully providing adequate research is undertaken before the establishment of the business. There are five key areas which need consideration – knowledge of the customer's opinions of the product and expectations of service, choice of premises which are affordable and suitably located and a knowledge of competition within the market.</p>	<p>Condition Consequence</p> <p>Amplification (Predicate Spec)</p>
	<p><u>Details</u></p> <p>Bonding</p> <p>Knowledge of the customers' opinions of the product which could be acquired by market research or by observing sales figures make it possible to develop a marketing plan both for products and the business itself.</p> <p>This could involve advertising, pricing and labelling the product to appeal to the targeted buyer.</p>	<p>Amplification</p> <p>Means Result</p> <p>Means Purpose</p>
	<p>Knowledge of the customers' expectations of service means that staff can pay attention to the important details such as greetings, personal treatment and appreciation of customer loyalty, which ensure that customers will keep coming back.</p>	<p>Means Result</p> <p>Means Result</p>
	<p>Choice of premises is a vital consideration. They need to be accessible by car or foot traffic, depending on the product, safe and appealing to the eye. If the product is large there needs to be appropriate loading space. If the product is small, it would be preferable to site the business where many shoppers are likely to pass by.</p> <p>However location must be balanced against cost. The cost of rent and other fixed costs such as electricity and telephone must not exceed expected sales. Malls are often more expensive than street fronts, though they have a higher flow of foot traffic.</p>	<p>Bonding</p> <p>Condition Consequence</p> <p>Condition Consequence</p> <p>Contrast</p> <p>Amplification (Term Spec)</p> <p>Concession</p> <p>Contraexpectation (inverted)</p>
	<p>A final consideration is the competition. It is wise to know what other similar products are on the market, who they are aimed at and how they are priced. It would also be helpful to know how successfully similar products have been and if they have been taken off the market, why?</p>	<p>Bonding</p> <p>Bonding</p>
	<p>Careful research will help prevent unnecessary setbacks and pitfalls which could have been avoided. On its own this research is insufficient. A manager must remain aware of product developments and economic trends.</p>	<p>Means Result</p> <p>Denial Correction</p>

2) semantic relations

- Denial Correction (x1)
- Bonding (x5)
- Simple Contrast (x2)
- Concession
- Contraexpectation (x2)
- Amplification (x2)
- Means Result (x4)
- Condition Consequence (x3)
- Means Purpose (x1)
- Contraexpectation

2 + 2 + 4 = 8

Transcriptions: Task 2

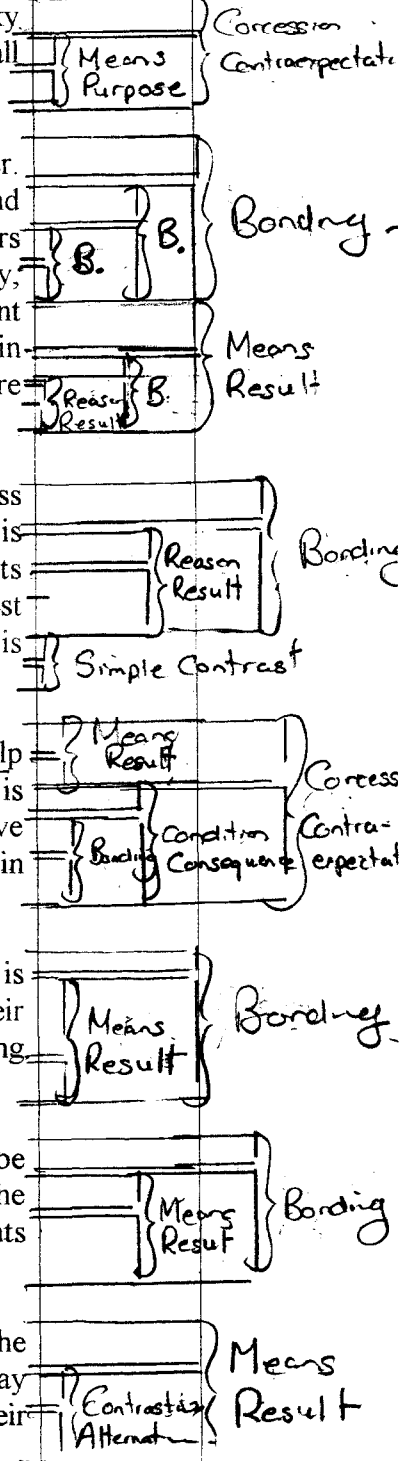
Page Scheme	2C15 Discourse Pattern	Semantic Relations
<p>source</p> <p>↓</p> <p>with</p>	<p><u>Preview</u></p> <p>Here are some of the key factors to bear in mind if you wish your small business to be successful.</p>	<p>Condition</p> <p>Consequence (inverted)</p>
<p>link</p> <p>link</p> <p>link</p> <p>link</p> <p>link</p> <p>link</p> <p>link</p> <p>link</p> <p>link</p>	<p><u>Details</u></p> <p>Premises. <u>In order</u> to keep your monthly costs down, select premises with rents that are not too excessive. <u>At the same time</u>, it must be remembered that customers are the lifeblood of your business; <u>so</u> it may be worth spending a little more to obtain a location that is safe and easy for your customers to access – a ^{good} flow of foot traffic means plentiful numbers of customers.</p> <p>Stock control is essential; <u>if</u> you know what stock you have and are likely to need you will not overspend on unnecessary items, <u>thus ensuring</u> adequate cashflow.</p> <p>Know your enemy: keep files of your competitors' advertising and pricing information, <u>and use these to determine</u> your own pricing strategy.</p> <p>Know your customers: Find out what they really want. <u>If</u> you know what they like or dislike about your product, <u>this will assist</u> you to develop a marketing plan to minimise sales resistance; and <u>if</u> you understand their expectations of your service, you will ensure their satisfaction and loyalty, and thus their repeat business and recommendation</p>	<p>Means Purpose (inverted)</p> <p>Reason Result</p> <p>Means Purpose</p> <p>Condition Consequence</p> <p>Condition Consequence</p> <p>Bonding</p> <p>Means Purpose</p> <p>Bonding</p> <p>Condition Consequence</p> <p>Means Result</p> <p>Condition Consequence</p>

- 14 semantic relations.
- Condition Consequence (x5)
 - Means Purpose (x3)
 - Means Result (x2)
 - Reason Result (x1)
 - Bonding (x3)

1 + 2 + 3 = 6

Transcriptions: Task 2

Page Schema	2C16 Discourse Pattern	Semantic Relations
source	<u>Preview</u>	Developing and running a small business can be a risky process. There are, however, several things that a small business can do in order to minimise business risk.
link	<u>Details</u>	Primarily, a business owner must know their customer. This means developing an awareness about their likes and dislikes and also understanding what the customers expect from your service and most importantly, honouring these expectations. Keeping these important points in mind will assist the business owner in developing a market plan and ensures customers are satisfied and therefore stay loyal.
link		The second key factor in running a small business successfully involves location. Where a business is located geographically will, in part, determine who visits the premises when the premise is visited and almost certainly how much the business costs to run. This is often more difficult than it sounds.
link		Selecting a location in an area where rent is low will help to keep running costs down, however, if the location is inaccessible to the customers, the business will have difficulty accessing its chosen market and also in accessing potential customers.
link		A third factor to consider involves "the competition". It is imperative that a business owner keep files of what their competitors are doing, in regard to advertising and pricing information, this assists in determining a pricing strategy.
link		Finally, strict control over levels of stock must be maintained. By controlling stock levels carefully, the business owner ensures adequate cash flow and prevents overspending.
Goal		Following these four guidelines (summarized in the preceding diagramme) a small business owner may minimize their possibility of loss and maximize their opportunities for success.



- 25 Semantic Relations
- Bonding (x12)
 - Means Result (x5)
 - Concession Contraexpectation (x2)
 - Reason Result (x2)
 - Condition Consequence (x1)
 - Contrastive Alternation (x1)
 - Simple Contrast (x1)

Page Schema	2C17 Discourse Pattern	Semantic Relations
source	<u>Preview</u> It's a pleasure doing business with you! There lies a great deal of <u>key factors in running a small business</u> embodied in this quote.	Bonding
↓	link <u>Details</u> Firstly the pleasure of dealing with customers develops an understanding of your customers expectations of a service you hope you provide. <u>This ensures</u> your client satisfaction and ensuing loyalty to your service.	Means Result
link		
link	Amplification There is truth in the song 'Getting to know you,...getting to know all about you' so that knowing your customers likes and dislikes will <u>facilitate</u> sales of your product or service. This knowledge in turn assists you to develop a marketing plan.	Means Result Means Result
link	Bonding Real estate salespeople the world over all talk about location being the most important in selling, this is echoed in a successful small business too. If location that is safe and accessible to your target customers will mean foot traffic and a supply of ready customers.	Bonding Condition Consequence
link	In <u>addition</u> to this knowledge base of your customers other factors also come into play.	Bonding
link	It's important to study your competitors, advisable, for example, to keep records of their advertising and pricing information. <u>This</u> information will give you strategies and an idea about you establishing a reasonable price.	Statement Exemplification Means Result
link	According to supply and demand <u>it's</u> wise to be organised in controlling your levels of stock, to keep the money rolling in and prevents over spending on too much stock. Location is emphasized again with you keeping an eye on your budget for reasonable premises that don't charge a high rent. This ensures your fixed expenses each month will be kept to a minimum.	Grounds Conclusion Bonding Means Purpose Means Result
Goal	Finally, good luck and we hope your business will be a pleasure.	Bonding

16 Semantic Relations

Means Result (x 5)

Amplification (x 1)

Bonding (x 6)

Condition Consequence (x 1)
Statement Exemplification (x 1)

Grounds Conclusion (x 1)

Means Purpose (x 1)

Page Schema	2C18 Discourse Pattern	Semantic Relations
Source	<u>Preview</u> This diagram that accomonies this explanations outlines <u>six key factors</u> central to the running of a successful small business	Amplification (Term Spec.)
Path link	<u>Details</u> First, the small business manager needs to have an understanding of what customers will expect from the services provided. This ensures that customers will be satisfied with the service, and hence promotes customer loyalty.	Means Result
link	Secondly, the customers' likes and dislikes need to be known so that the small business is able to develop a marketing plan in relation to what customers prefer.	Amplification (Predicate Spec.) Means Purpose
link	Additionally, customers will prefer a location that is secure and convenient. This promotes a steady influx of foot traffic, and a plentiful supply of clients.	Means Result
link	In order to maintain an adequate cash flow, and to prevent over spending, the stock levels of a small business need to be monitored and controlled.	Means Purpose (inverted)
link	Similarly, premises that do not have excessively high rents should be chosen so that monthly fixed costs are not overly burdensome on the business, and cashflow can be maintained.	Means Purpose
link	Finally, a pricing strategy should be implemented with the aid of data collected from the study of competitors' pricing and advertising information.	Means Result (inverted)
Goal	These six key factors are the most important features of successful small businesses and are pertinent to all small business owners/managers.	Bonding

17 Semantic Relations
 Means Result (4)
 Means Purpose (3)
 Amplification (x4)
 Bonding (x6)

Page Schema	2C19 Discourse Pattern		Semantic Relations
<p>Source</p> <p>↓</p> <p>2th</p> <p>link</p> <p>link</p> <p>link</p> <p>link</p> <p>link</p> <p>link</p> <p>link</p> <p>Goal</p>	<p><u>Preview</u></p> <p><u>Details</u></p>	<p>Key Factors in running a successful small business.</p> <p>There are six factors identified in the diagram accompanying this explanation. Each of these has a subpoint which gives a rationale for the main point.</p> <p>Broadly these six points fall into two categories: those dealing with customers and customer relations, and those dealing with costs.</p> <p><u>Customers</u> The choice of location to ensure a safe, accessible and (I would add) convenient venue for customers is mentioned <u>as ensuring a good flow of foot traffic, contributing to potential high numbers of customers.</u></p> <p>But it is also important to please customers, and <u>this is achieved</u> endeavouring to understand customers wants and expectations. If customers perceive your service as interested in their expectations, customer satisfaction and loyalty is promoted.</p> <p>Further, if you research your customers likes and dislikes with regard to your product, this knowledge <u>assists you</u> with the development of a marketing plan.</p> <p><u>Costs</u> <u>In order to keep prices competitive, and so keep customers happy, costs have to be considered. Premises that are within a reasonable rent range help with this, and other fixed, monthly charges also need to be watched to see that they are not too high.</u></p> <p>Stock control levels need to be right, enough for variety; <u>not enough that the company is overspending. This should ensure even cash flow.</u></p> <p>Finally, watching competitors' advertizing, prices and other marketing information helps you decide on your own pricing structure and strategy.</p> <p>All these together contribute to running a successful small business.</p>	<p>Bonding</p> <p>Bonding</p> <p>Means Result</p> <p>Means Result (inverted)</p> <p>Condition Consequence</p> <p>Condition Consequence</p> <p>Means Result (invo)</p> <p>Means Purpose</p> <p>Contrast</p> <p>Means Result</p> <p>Means Result</p> <p>(80 Semantic Relations)</p>
	Bonding	Bonding	
	Amplification (Term Spec)	Bonding	
	Bonding	Bonding	

- Means Result (x7)
- Amplification (1)
- Condition Consequence (x2)
- Contrast (x1)
- Means Purpose (x4)
- Bonding (x8)

Page Schema	2C21 Discourse Pattern	Statement	Amplification
Source	<u>Preview</u>	Here are some pieces of advice that you should keep in mind if you want to run a successful small business:	Condition Consequence (Inverted)
↓ path	<u>Details</u>	<ul style="list-style-type: none"> Gain an understanding of customers' expectations of your product or service. <u>This ensures</u> customer satisfaction and loyalty that will keep your business going for years. Get to know your customers' likes and dislikes about your product or service. <u>This assists</u> you in developing a marketing plan that is responsive to your customers' preferences. Study your competitors; keep files of their advertising and pricing information. <u>This helps</u> you determine your own pricing strategy and keep your product or service within your customers' reach. Choose a location that is safe and accessible for customers. <u>This ensures</u> a steady flow of foot traffic that means plentiful numbers of customers. Select premises with rents that are not excessive. <u>This allows</u> you to keep your monthly fixed costs at a reasonable level and the cost of your product or service at a reasonable level as well. Control the levels of your stock. <u>This ensures</u> an adequate cash flow, and prevents overspending which happens when stocks don't move as fast as you expected them to. 	Means Result Means Result Means Result Means Result Means Result Means Result Means Result
↓ Goal		Following these simple guidelines should help you surviveand thrive.....in the competitive arena of small businesses.	Means Result

- 14 semantic relations
- Means Result (x9)
- Bonding (x3)
- Amplification (x1)
- Condition Consequence (x1)

Page Schema	2C22 Discourse Pattern		Semantic Relations
	<u>Preview</u>	A Successful Small Business	
<u>link</u>	<u>Details</u>	<p>To start a <u>small business</u>, people should first consider the location of the business. They have to choose a place where most of the people are living, for example, in a city, town or village. This is to make sure the business can gain and sell what they have. The more the people around the place the more successful the business will be.</p>	<p>Means Purpose (inverted) Statement Exemplification Reason Result (inverted) Reason Result</p>
<u>link</u>		<p>It is also a concern for small business to make a plan to assist him / her how the business is developing. Keeping all the customers' likes and dislikes of the product is one way of having a successful business because he/she can ordered product of his/her customers would like.</p>	<p>Means Purpose Means Result Reason Result (inverted)</p>
<u>link</u>		<p>To be honest and loyal to your customers is <u>another important thing</u> to consider. Make sure you understand what your customers' expectations are. Sometimes, most shopkeepers are cheating on their customers, such as giving them wrong changes or by charging them too much while the other customer is less charged. So, to make sure to have a successful business, the shopkeeper have to treat their customers wisely.</p>	<p>Bonding Statement Exemplification Means Result (inverted)</p>
		<p>Running a business, the shopkeeper have to study others (shopkeepers) pricing information. This is to make competition between each others' business, or to determine their pricing strategy.</p>	<p>Reason Result (inverted)</p>
		<p>Keeping or ensuing adequate cash flow and prevent overspending is also one thing to remember. A shopkeeper should take control of all levels of stock monthly and to spend accordingly to what should be spend, but not too overspending</p>	<p>Bonding Bonding Bonding</p>

(14 relations)

- Reason Result (x4)
- Means Result (x2)
- Means Purpose (x2)
- Statement Exemplification (x2)
- Bonding (x4)

1) (2)

Transcriptions: Task 2

1 + 1 + 3 = 5

(2)

Page Schema	Discourse Pattern	Semantic Relations
Source	Preview There are four key factors in running a successful small business that relate to customers, premises, location, competitors, and stock level.	Bonding
Path	link	
link	Details Customers are the <u>most important factor</u> in a business; therefore their expectations and preferences should be attended. By meeting their expectation of the service, we could expect their satisfaction & loyalty. By recognizing their preferences of our product we could develop a better marketing plan and provide them with products they like.	Grands Conclusion Means Result Means Result Bonding
link	link	
link	The next factor is the premises location that ensure the safety of the customers and has reasonable cost. If the business premises were located in a safe and accessible location, customers would feel comfortable and come often. The renting cost of the premises should be reasonable so that our expenditure would not be excessive.	Amplification (Term Spec) Condition Consequence Means Purpose Bonding
link	link	
link	Another factor is competitors. By studying their strategy of advertising & pricing their products, we could develop competitive pricing strategy & advertisements.	Means Result Bonding
link	link	
link	Finally, the product stock should be kept well to ensure adequate cash flow & to prevent overspending.	Means Purpose
Goal	Should these guidelines be followed, it could be expected that the business would run accordingly.	Condition Consequence

14. semantic relations

- Means Result (x 3)
- Means Purpose (x 2)
- Amplification (x 1)
- Condition Consequence (x 2)
- Reason Result (x 1)
- Bonding (x 5)

Page Schema	2C24 Discourse Pattern	Semantic Relations
Source	Preview	
Path	Details	
link	Bonding	Amplification (Term Spec)
link		Amplification (Predicate Spec)
link		Means Purpose
link		Means/Result
link		Reason Result (inverted)
link		Bonding
link		Means Result (inv.)
link		Bonding
link		Means Purpose
link		Reason Result
link		Statement Exemplification
link		Reason Result
link		Means Purpose
link		Means Purpose
link		Bonding
link		Means Purpose (inv.)
link		Bonding
link		Bonding (Rhet. Comp)
link		Means Result
Goal		

22 semantic relations.

- Means Purpose (x5)
- Bonding (x9)
- Means Result (x3)
- + Amplification (x2)
- Reason Result (x2)
- Statement Exemplification (x1)

23

1 + 1 + 4 = 6

2

- 22 semantic relations.
- Reason Result (x5)
- Means Purpose (x3)
- Means Result (x3)
- Bonding (x5)
- Condition Consequence (x1)
- Chronological Sequence (x2)

Transcriptions: Task 2

Page Schema	2C25 Discourse Pattern	Semantic Relations
source	<u>Preview</u>	There are a number of factors which are important to the successful operation of a small business. This essay will provide an explanation of the accompanying diagram and the key factors in running a successful small business.
↓		
path link	<u>Details</u>	Firstly, an operator or manager must provide service in line with the customer's expectations in order to ensure retaining customer loyalty and providing satisfactory product or services. Customers are the key factor in any business success.
	c/s	
	link	Then the manager needs to understand the market and the customers likes and dislikes in the type of product being offered. Once this information is known a marketing plan may be developed.
	e/s	
		Scanning the external market to ascertain what is offered by the competition in the market. This may be done in part by keeping information on advertising and pricing from a variety of sources, areas and businesses in similar markets. This assists in setting pricing strategies.
		Location is important particularly if the products is one that customers are required to enter the premises. Ease and safety of access is important and consideration should be given to those with disabilities. If the product relies on sales to pedestrians careful calculation of foot traffic numbers should be made.
link	<u>Bonding</u>	Finally but very importantly is the control of costs and in particular the stock levels. Holding high level stock may mean their is inadequate cash flow for expenses. It also leads to holding obsolete stock, and crowding of premises. High levels of stock could cause a business to rent further premises at extra costs.
link		As well as stock control managers should ensure that any premises rented are rented at reasonable rents as this ensures fixed costs are not excessive.
link		In summary service, market observation, location and being aware of client likes and dislikes are important. However, of finances through stock control and fixed costs must also be controlled carefully in order for a small business to be successful.
↓		
goal		

24

Transcriptions: Task 2

$1 + 1 + 2 = 4$



Discourse Pattern

Page Schema	2C27	Semantic Relations.
Source ↓ Path	<u>Preview</u>	<p>There are many factors that need to be considered when running a small business in order for it to be successful. Those factors include the site of the business, money issues and product type. As shown on the diagram, all those factors interact to contribute to the success of a small business.</p> <p><i>Bonding</i></p>
link	<u>Details</u>	<p>The first important factor is to have the business set up in a location that is suitable for the market, so that it is easily accessible and ensures plentiful numbers of customers. It is also important that the rent and fixed costs associated with the building and property are not overly excessive otherwise all profit will go into maintaining the business property.</p> <p><i>Bonding</i></p>
link		<p>Issues involved with money are also very important when running a successful business as profits need to be made in order for the business to stay afloat. Factors, such as control of stock level and cash flow should be considered as well as keeping on par with the competition. This might mean paying extra money for advertising and other strategies to keep up with the changing market.</p> <p><i>Bonding</i></p>
link		<p>One of the other factors that is vital for the success of the small business is concerned with the clients and customers involved. This means knowing what the client likes and dislikes in the way of products and services produced, and making sure the customer is kept happy so they will return, keeping the business profitable.</p> <p><i>Bonding</i></p>
link		
link		
Goal link		

237 words

Means Purpose

19 Semantic Relations

Bonding (x9)

Means Purpose (x4)

Means Result (x2)

Amplification (x2)

Reason Result (x1)

Condition Consequence (x1)

Transcriptions: Task 2

1 + 2 + 3 = 7

Discourse Pattern

Page Schema	2C28	Semantic Relations:
Source	Preview	In order to acquire or run a successful business a few key orders are needed. } Means Result (inverted)
↓ Path	Details	Firstly you need to have a good understanding of your customer e.g. expectations, like - dislikes of service and products, these important factors need to be backed up by ensuring customer satisfaction & loyalty, knowing customers tastes will also help to assist you to develop a specific product or marketing plan. } Bonding
link		
link	Bonding {	Setting of your small business is also an important decision to make as the business needs to be at a safe location accessible to customers and also it needs to have rates (rent) that is not excessive, so the monthly fixed costs are not too high. The location needs to ensure a flow of foot traffic, which will ensure plentiful number of customers. } Reason Result (inverted) } Bonding
link		
link		
link	Bonding {	A successful business also needs to have control of levels of stock as it ensures adequate cash flow & prevention of overspending. } Means Result
link		
link	Bonding {	Studies of competitors is also needed as the knowledge of prices is vital as you need to have competitive prices, also study of their advertising as this will show their specials and allow the business to be in the competitive game of running a small business. } Reason Result (inverted) } Bonding
link		
link		
↓ Goal		Location, accessibility, understand customers, controlling levels of stock, studying competitors & selecting premises that are the cheapest yet have access to a large quantity of potential customers all go towards ensuring a successful small business. } Means Result

231 words

15 Semantic Relations.

Means Result (x 7)

Reason Result (x 2)

Bonding (x 6)

Transcriptions: Task 2

$$2 + 2 + 3 = 7$$

Discourse Pattern

Image Schema	2C29	Semantic Relations.
Source	Preview	In order to run a small business successfully some important aspects need to be addressed. An ideal location is crucial. It needs to be safe and accessible for customers. <u>This will help to ensure</u> a good flow of foot traffic reflecting plentiful numbers of customers. Customers expectations of services will need to be taken into consideration. <u>If the customers services is of a high standard the customer will undoubtedly be satisfied</u> therefore more loyal to your business. Competitors prove to have a significant impact on small businesses. <u>Therefore it is necessary to study the competitors keep aware of their advertising strategies and prices. This will help you to determine your price ranges to optimise profits.</u> When running a small business controlling the levels of stock will help optimise profits and minimize deficits. It will also help ensure an adequate and substancial cash flow while preventing unnecessary overspending. The <u>premise of where the business is located needs to be of adequate rent - not too excessive. If it is too high, monthly fixed costs will be too high and out weigh the profits.</u> <u>By knowing your customers' likes and dislikes of your product you will get more out of your business and will help you to develop a marketing plan.</u>
Path	Details	
link		
link		
link		
link		
link		
link		
link		
link		
link		
link		
link		
link		
link		
link		

208 words

19 semantic relations

Means Result (x5)

Means Purpose (x2)

Reason Result (x2)

Condition Consequence (x2)

Amplification (x1)

Bonding (x6)

Contrastive Alternation (x1)

Discourse Pattern

Macro Schema	2C30		Semantic Relations
Source	Preview	There are certain key factors involved in running a successful small business that must be taken into account when establishing and maintaining the business.	Amplification (Term Spec) Bonding
↓			
Path	Details	One of the most important factors is choosing the location. As is evident on the diagram. Choosing a location that is safe and accessible for customers directly affects the amount of customers you get through your store/business. The greater the accessibility, the greater the amount of customers.	Reason Result Bonding
link			
link			
link		Price and Non-price competition can be used in a small yet successful business to determine a pricing strategy that will place you in a competitive position with your rivals, and hopefully set you and your product apart from the rest of the market.	Means Purpose Bonding Means Result
link			
link			
link		Also knowing your customer's likes and dislikes can greatly advantage your business in understanding what is required of you. This allows you to develop a marketing plan which can maximise your returns and generally create a successful business environment.	Means Result Bonding
link			
Goal		In conclusion, to maximise profits in a successful small business, the key factors of running/operating should be taken into account, therefore increasing healthy business practise and generating more revenue.	Means Result (inverted) Bonding Reason Result

181 words

18 semantic relations

Bonding (x 9)

Means Result (x 5)

Reason Result (x 2)

Means Purpose (x 1)

Amplification (x 1)

28 Transcriptions: Task 2

1 + 1 + 3 = 5

Discourse Pattern

Image Schema	2C31	Semantic Relations	
Source ↓ Path	<u>Preview</u> <u>Details</u>		
link	<p>When owning a small business, there are certain things to take into account. To be successful in the business, you have to take interest in the business, know what your customers are after and be able to control stock-levels and cashflow.</p> <p>In a small business, knowing what your customers like is a bonus because that way you will be able to stock up on that product and that way your cashflow will increase, people will spread the word about product quality and you will get business. If you do not have products that are popular, you won't get customers. Having bad product quality will bring business down as well.</p> <p>By being able to control stock levels, you will know when you have to top up your stock so you won't run out, and when to stock up. By doing this you are sure to have enough stock and people will always know where to find what they are looking for.</p> <p>Cash flow for some small businesses is a real problem because they are in a building with high rent and they have a lot of out-going cash which would make getting stock a problem. By budgeting you will be able to control in and out going cash so you will be better organized for a down period in your business.</p> <p>Location, location, location. This is a big problem for most businesses. If you are not in a well-known area, people won't know where to find you and they will go somewhere else. Where your business is located, it will need good parking and foot traffic. If you are easy to find, your business will grow faster.</p> <p>Advertising your business. This needs to be effective and grab peoples attention. Black and white isn't as effective as bright contrasting colours that stand out on the page and look good. If your advertising doesn't grab people's attention, they will think you're just another shop selling useless products. You also need to keep an eye on competitors advertising. This way you will be able to better yours.</p> <p>Owning a small business might be hard in the start, but by following guidelines, you can make it grow into a successful business. Don't give up.</p>	<p>Means Purpose (Inv.)</p> <p>Reason Result (inverted)</p> <p>Condition Consequence</p> <p>Means Result</p> <p>Reason Result</p> <p>Means Result</p> <p>Reason Result (inverted)</p> <p>Reason Result</p> <p>Condition Consequence</p> <p>Condition Consequence</p> <p>Statement Exemplification</p> <p>Condition Consequence</p> <p>Means Result</p> <p>Concession Contrast</p>	
link			
link			
link			
link			
link			
link			
link			
link			
link			
Goal			

31 semantic relations. 369 words

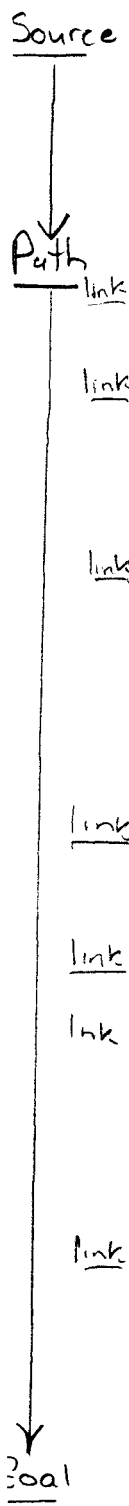
- Reason Result (x 5)
- Means Result (x 8)
- Binding (x 10)
- Condition Consequence (x 4)
- Simple Contrast (x 1)
- Statement + Exemplification (x 1)
- Means Purpose (x 1)
- Concession Contrast (x 2)

29 Transcriptions: Task 2

$$1 + 2 + 2 = 5$$

Discourse Pattern.

Page Schema	2C32	Semantic Relations
	<p>When running a business, it is not worth having if you lack customers. A business thrives on the number of customers it has, whether it's a big business or a small business.</p>	<p>Condition Consequence (INV.) Amplification Bonding</p>
Source	<p><u>Preview</u></p> <p>There are a number of key factors that contribute to running a successful business. In the case of small businesses, although small in size compared to the business 'world', the factors contributing to its success are pretty much the same for big businesses.</p>	<p>Concession Contraexpectation Bonding</p>
Path link	<p><u>Details</u></p> <p>Bonding</p> <p>When starting a business, the location you choose has to be accessible. Because if it's in the middle of no-where, it is quite hard to reach therefore it is inaccessible and you won't have a lot of customers. Also ensuring that the location of your business is accessible can attract customers, not only travelling by vehicle but by foot.</p>	<p>Condition Consequence Means Result Reason Result (Inverted)</p>
link	<p>When you do have growing numbers of customers, you have to make sure you understand the customer's expectations of your service. Once you realise this, you can cater for your customers in the best possible way, and if they are pleased, they will keep coming back. When they keep coming back, your business is on the 'road' to success.</p>	<p>Condition Consequence Condition Consequence Means Result Bonding</p>
link	<p>Knowing the customers' expectations of your service also requires you to know their dislikes and likes. Your business cannot be successful if you keep providing goods and services that the customer dislikes, this is a sure way of leading to the downfall of your business. On the other hand, knowing the likes of your customers and providing for these likes ensures that your business will be successful. By knowing the likes and dislikes, this assists you to develop a marketing plan.</p>	<p>Condition Consequence Means Result Means Result Concession Contraexpectation Bonding</p>
link	<p>Having a small business can also have competitions. As well as keeping your customers interested, you also need to be aware of the surrounding businesses that are competing with you. You need to keep files and records of their advertising and pricing information. When you do this, it will help determine your pricing strategy. For example if they give out 5% discounts, you can offer customers a 10% discount on similar products.</p>	<p>Bonding Means Result Condition Consequence Statement Exemplification</p>
link	<p>The key to running a successful business is attracting customers, keeping them by providing for their needs and also being aware of your competitors.</p>	<p>Means Result (Inverted) B/R (INV.) B</p>



- 28 semantic relations. 370 words
- Condition Consequence (x6)
 - Means Result (x8)
 - Statement Exemplification (x1)
 - Amplification (x1)
 - Bonding (x8)
 - Reason Result (x1)

30 Transcriptions: Task 2

1 + 2 + 3 = 6

9

Discourse Pattern

Page Schema	2C33		Semantic Relations
Source	Preview	When running a small business there are key factors which ensure success. These factors should be taken into consideration before starting a small business. All of the factors are as important as another.	Bonding
↓			
Path	Details	Firstly it is important to consider the location of your small business. You need to be easily accessible and in safe, friendly area, <u>this would mean</u> customers would be more likely to visit the store.	Means Result
link			
link		Once you have got your customers to the business you need to make sure you are selling and marketing a product that customers like and demand, <u>this ensures</u> sales success. You need to understand what the customers like or dislike about the product, <u>in order to develop</u> a demanded product.	Chronological Sequencing Means Purpose
link			
link		<u>In order to get</u> the maximum amount of customers you have to offer the service they expect when visiting the store. good service means customer satisfaction and loyalty. But at the end of the day, you have to make sure your finances are <u>in order to be</u> successful. This means finding the right competitive price for your customers, making sure you have enough stock and cash flow. This ensures competitiveness between you and your competitors. You need to make sure your budgeting of your fixed costs is sound. Things like rent need to be affordable. All these contributing factors <u>ensure</u> a successful small business.	Means Purpose (inverted) Means Purpose Bonding Means Result
link			
link			
link			
Goal			

222 words

17 Semantic Relations.

- Means Purpose (4) 5)
- Means Result (x4)
- Bonding (x7)
- Chronological Sequencing (x2)

31. Transcriptions: Task 2

1 + 2 + 3 = 6

Discourse Pattern			Semantic Relations.
Page Schema	2C34		
Source	Preview	There are certain which are required and should be considered when running a successful small business.	Banding
Path	Details	Firstly it is important to ensure customer satisfaction and loyalty, making sure that the customer's needs and requirements are met and they are happy about it. It is also important to understand their expectations of whatever service you offer, so once again you can meet their standards - keeping them content.	Means Result (inverted) Means Result
link	Banding	To be successful it is a good thing to know your customer's likes and dislikes about the service you offer. This can be informative in letting you know what needs to be changed/alterd in some way and why it is displeasing customers, if any. This can also be helpful in appealing to a mass audience/larger audience therefore increasing interest in your service/product.	Means Purpose (inverted) Banding
link		A factor to remember is that you must always study the competition - find a way of knowing what those around you get up to so, once again, you are aware of what standards to uphold. This can also help determine how much a service/product should cost.	Amplification (Predicate Spec.) Means Result
link	Contrastive Alternation	Lastly location is a very important factor because it can either maime your business or increase sales and interest. By choosing an accessible location - one easy to get too and noticeable to those in the area, it will be more likely that people will pay a visit as opposed to a location that is out of the way or a hassle to get to, or is just completely invisible to the public eye.	Reason Result (inverted) Contrastive Alternation
link		All these factors, previously mentioned, contribute to running a successful small business.	Means Result

259 words

20 semantic relations

- Means Result (x 8)
- Reason Result (x 2)
- Means Purpose (x 1)
- Amplification (x 1)
- Contrastive Alternation (x 2)
- Banding (x 6)

33 Transcriptions: Task 2

1 + 2 + 2 = 5

Discourse Pattern

Image Schema	2C36		Semantic Relations
Source	Preview	For a small business to be successful, there are many factors which you must first consider.	Means Purpose (inverted)
↓ Path	Details	The people who matter most when starting up a business are the customers. You need to know your customers likes and dislikes of your product, carrying out survey will assist you in this process. Analysing your customers needs will help you develop a marketing plan.	Amplification Means Result Means Result
link	Bonding	From here, the understanding of your customers expectations of your service, to ensure satisfaction and loyalty are paramount to further success of your business.	Means Purpose
link		The next step would be to determine a pricing strategy, that will keep your customers happy, while you turn over a healthy profit. The studying of competitors and keeping files of their advertising campaigns and pricing information, will lead you to develop a strategy that is beneficial to everyone.	Reason Result Means Result
link	Amplification	Cash flow would be your next thought and possible biggest problem. Overspending in a new business is often all too easy and cash flow, must be a concern as it will impact greatly on the amount of stock you purchase and have in your store.	Reason Result (inverted)
link		Perhaps the primary concern for all business owners is the location of the shop. This needs to be safe and accessible to all customers. The ensurance of foot traffic, to catch those 'just browsing' shoppers and attract plentiful numbers of customers should be high on your list of prioritys.	Bonding Means Purpose
link		When selecting these premises be sure that rents are not excessive and are within your proposed buget. This will allow low monthly fixed costs so you don't have a cash blow out just on the rent of your premises.	Means Result
link		By following all these handy hints you should find yourself with a thriving business.	Means Result
↓ Goal			

281 words

19 semantic relations.

Means Result (x6)

Amplification (x2)

Means Purpose (x4)

Reason Result (x2)

34. Transcriptions: Task 2

2+2+3 = 7

Discourse Pattern

Image Schema	2C16	Semantic Relations
Source	<u>Preview</u> There are a number of things you can do to maximise the success of your small business. These are outlined in no particular order.	Means Purpose } Bonding
↓		
Path	<u>link</u> <u>Details</u> You should choose a location for your business that is safe and accessible for customers. <u>This will ensure</u> a good flow of foot traffic, so you should get a good number of customers passing by and, hopefully, coming into your business.	Reason Result } Means Result
<u>link</u>	Your premises should not have an excessively high rental. <u>If they do</u> , your monthly fixed costs will be higher than they need to be, reducing your profit margins.	Condition Consequence } Simple Contrast
<u>link</u>	Bonding { You need to understand your customers' expectation of your service. <u>If you do this</u> , your customers are more likely to be satisfied and loyal to your business.	Condition Consequence } Means Result
<u>link</u>		Reason Result } Means Result
<u>link</u>	Your stock levels need to be controlled <u>so that your</u> business has an adequate cash flow on one hand, <u>and to prevent</u> overspending on surplus stock on the other hand.	Supplementary Alternation } Means Purpose
<u>link</u>	Bonding { Finally, you should study your competitors. Find out what their products cost and how they advertise. Keep files of this information, <u>as this will help</u> you determine your business' pricing strategy.	Means Result (invested) } Means Result
		Means Result

9 Semantic Relations

211 words

Means Result (x5)

Means Purpose (x2)

Reason Result (x2)

Condition Consequence (x2)

Amplification (x1)

Supplementary Alternation (x1)

Simple Contrast (x1)

35 Transcriptions: Task 2

$1 + 2 + 2 = 5$

Discourse Pattern

Page Schema	2C17	Semantic Relations
Source	Preview	<p>To start a successful small business there are several important factors people should be aware of. For starters the keys to success of any business is the satisfaction you provide for your customers. You need to understand your customers expectations <u>to be able to provide</u> them with great service and loyalty. Keeping with this point, to run a small business successful you need to adopt the attitude of "the customer is why". <u>This thinking</u> will go into the choosing of location, whether it is safe and accessible for your customers. <u>It ensures</u> you plan for enough room both inside and outside your business for the flow of traffic, and it ensures you research further into knowing whether your customers likes your product, or whether it needs improving. <u>This attitude</u> will assist you to develop new ideas and marketing plans.</p>
↓	Details	
Path		
link		
link		
link		
link		
link		
link		
link		
link		<p>Now we need to discuss the economic side of a successful small business. <u>To be an active competitor</u> in today's market you need to study competitors and competition; keeping a close eye on their prices and advertising, then determine your pricing strategies. <u>Second</u> you will need to control stock levels, too much or too less can cause inadequate cash flows and customer dissatisfaction.</p>
link		
link		
link		
link		
link		<p><u>Lastly</u> choosing the sight, not only involves customer satisfaction but it is also determined by whether the premises rents are reasonable or not, because if monthly rates are too high this also causes economic loss.</p>
link		
Goal		<p>There you have it a simple guide to running a successful small business.</p>

- 20 semantic relations
- 250 words
- Means Result (x4)
- Means Purpose (x3)
- Bonding (x7)
- Amplification (x2)
- Condition Consequence (x1)
- Contrastive Alternation (x1)

36 Transcriptions: Task 2

1 + 2 + 3 = 6

Discourse Pattern

Page Schema	2C18	Semantic Relations
Source	Preview A successful small business depends on a number of different factors but there are <u>twelve</u> important <u>key</u> points to consider.	Concession Contraexpectation
Path	Details Of these twelve concepts there are <u>two major links</u> . They are the <u>money</u> situation and the consideration of the <u>customers</u> .	Bonding
link	To make the business successful there must be an <u>adequate cash flow</u> . <u>With this cashflow</u> a business must gather	Means Purpose (inverted)
link	together information about their competitors. <u>this helps</u> determine pricing and gives the customers the best for	Means Result
link	value for money. A rented premise that keeps the <u>cost at an even level</u> and a <u>control of the level of stock</u> <u>ensure</u> an efficient cash budget that <u>prevents overspending</u> .	
link	Bonding When considering <u>customers location</u> is essential. The <u>flow of foot traffic</u> <u>ensures</u> a healthy turnover and it also has to be <u>accessible and safe</u> . <u>To ensure a customers</u> satisfaction and loyalty a business needs to <u>understand a customers expectations</u> <u>so</u> their service requirements are met. Having <u>knowledge</u> of a customers <u>likes/dislikes</u> <u>helps</u> a business develop an efficient marketing plan. All these factors contribute to a successful business.	Means Result
link		Means Purpose (inverted)
link	Means Result	
link	Means Result	

173 words

- 13 semantic relations
- Means Result (x6)
- Means Purpose (x2)
- Concession, Contraexpectation (x1)
- Bonding (x4)

37 Transcriptions: Task 2

2 + 3 + 3 = 8

Discourse Pattern

Page Schema	2C19	Semantic Relation
Path	Details	
link	A successful small business will firstly choose a location for the premises <u>which is safe and accessible</u> for the customers <u>and that ensures</u> a flow of foot traffic that brings plentiful numbers of customers past. The rent should not be too excessive to keep your monthly fixed costs down.	<p>Bonding } Means Result } Bonding</p> <p>Means Purpose</p>
link	It is important to understand your customers' likes and dislikes and the expectations they have of your service.	<p>Amplification (Predicate Spec.)</p> <p>Bonding } Means Result</p>
link	<u>This will help</u> in developing a marketing plan and <u>hopefully ensure</u> customer satisfaction and loyalty to your business.	<p>Bonding</p>
link	The level of stock carried should be controlled to maintain adequate cash flow and prevent overspending. <u>This will</u> get easier to judge when you understand your customers likes and dislikes, and things that will effect your business like seasonal trends.	<p>Means Purpose</p> <p>Condition Consequence (inverted)</p> <p>Bonding</p>
link	You should always keep an eye on your competition, study their advertising and pricing information. Customers will go elsewhere quickly if they think they are getting a better deal. <u>By watching your competitors pricing</u> you can determine your pricing strategy at what is an acceptable market price <u>and means</u> you are more likely to keep your customers if it is competitive.	<p>Reason Result Invert</p> <p>Condition Consequence (inverted)</p> <p>Bonding } Means Result</p> <p>Condition Consequence</p>

186 words

17 semantic relations

Means Result (x3)

Means Purpose (x2)

Condition Consequence (x3)

Bonding (x7)

Reason Result (x1)

Amplification (x1)

38. Transcriptions: Task 2

$$1 + 2 + 3 = 6$$

Discourse Pattern

Image Schema	2C20	Semantic Relations
Source	<u>Progress</u>	} Means Purpose (inverted)
↓		
Path	<u>Details</u>	} Means Result
↓		
link	<u>Bonding</u>	} Means Purpose
link		
link		} Reason Result
link		
link		} Means Result
link		
link		} Means Result
link		
Goal		} Condition Consequence

186 words

14 semantic relations

- Means Result (x5)
- Means Purpose (x3)
- Statement Amplification (x1)
- Bonding (x3)
- Condition Consequence (x1)
- Reason Result (x1)

Discourse Pattern

Image Schema	2C21		Semantic Relations	
Source	Preview	In order to start a successful small business, it is necessary to understand and consider the six key areas shown in the outer boxes of the diagram opposite.	Amplification (Term Spec.) } Means Purpose	
Path	link	Bonding	Means Result } Bonding.	
				Amplification (Term Spec.) } Means Purpose } Concession
			Condition Consequence } Contraexpectation	
			Means Result } Concession	
				Condition Consequence } Contraexpectation
			Condition Consequence (Inverted) } Bonding	

197 words

17 semantic relations

- Means Result (x2)
- Means Purpose (x2)
- Concession Contraexpectation (x3)
- Condition Consequence (x4)
- + Amplification (x2)
- Bonding (x3)

46 Transcriptions: Task 2

2+2+3=7

Discourse Pattern

Page Schema	2C22		Semantic	Relations
Source	<u>Preview</u>	There are six key factors in running a successful small business.		
↓				
Path	<u>Details</u>	<u>Firstly</u> , and most importantly it is advisable to choose a good location. One that has a high foot traffic count, and is safe and accessible for your customers. <u>In such an area</u> , it is likely that rental rates will be high, <u>so search</u> for premises, preferably something with an average sized floor area, rather than too large, or too small. <u>This should ensure</u> that your monthly fixed costs are not excessive.	Amplification (Term Spec)	
link			Grounds	
link			Conclusion	
link			Means Result	
	<u>Banding</u>	In addition to keeping your fixed costs down, it is a good idea to terminate a suitable pricing strategy for your products. Keep files and lists of your competitors advertising and prices <u>in order to remain competitive</u> yourself. At the same time you should be conducting research to pinpoint your customers likes and dislikes with reference to your product. <u>This should help you</u> to develop a marketing strategy, while <u>at the same time</u> helping you to gauge their expectations with respect to what you sell, <u>understanding</u> their expectations, and <u>meeting these should ensure</u> customer satisfaction and loyalty.	Means Purpose	
link			Means Purpose	Means Result
link			Banding	
link			Banding	Means Result
link				
		<u>Finally</u> , control your stock levels, once you are up and operating. This helps your cashflow by helping you to control expenditure.	Means Result (inverted)	Means Result

200 words

12 semantic relations.

Means Result (x5)

Means Purpose (x2)

Amplification (x1)

Reason Result (x1)

Reason (x2)

(-1)

41. Transcriptions: Task 2

1 + 1 + 2 = 4

Discourse Pattern

Page Schema	2C23		Semantic Relations
Source	Preview	There are a lot of things that are required to be able to run a small business successfully. Important things to think about include, location, competitors, expenses and of course customer's expectations.	Means Purpose Bonding
Path	link	Location is important because you need to be somewhere that people can find easily, yet you don't want to spend too much money on rent. The place needs to be safe with a lot of foot traffic passing by <u>therefore</u> lots of customers.	Concession Reason Result (inverted)
		Once the customers are there, you have to keep them happy and meet their expectations. Know what they think of your product and work hard to keep them happy. <u>This way</u> , you will get loyal customers who might tell friends and family and your business will grow.	Reason Result Amplification Means Result
		<u>To get</u> these loyal customers though, you will need smart people behind the scenes studying competitors. <u>When they are successful</u> , find out how they did it and keep files of their advertising and pricing information. Make sure you control the level of your stocks too and <u>this will help you</u> to manage your money well.	Means Purpose (inverted) Chronological Sequence Means Result
		With all this in mind, your business could become very successful. Stick to these guidelines and be patient and success will be just around the corner.	Means Result Condition Consequence
		Goal	

203 words

- 17 semantic relations
- Means Result (x3)
- Means Purpose (x2)
- Reason Result (x3)
- Chronological Sequence (x2)
- Bonding (x4)
- Amplification (x1)
- Concession Contraexpectation (x1)

1 + 1 + 2 = 4



42.

Transcriptions: Task 2

Discourse Pattern

Image Schema	2C24b	Semantic Relations
Source	Preview	
link		Reason Result
link		Bonding
link		Means Result (inverted)
Path	Details	
link		Reason Result (inverted)
link		Condition Consequence
link		Reason Result
link		
link		Means Result
link	Amplification (Predicate Spec.)	Means Result
link		Means Result
link		Means Result
link		Bonding
link		Bonding
link		Means Purpose
link		Concession
link		Contraexpectation
Goal		Bonding

332 words.

- Means Purpose (x1)
- Concession (x1)
- Contraexpectation (x1)
- Statement Amplification (x1)
- Bonding (x7)
- Means Result (x5)
- Reason Result (x4)
- Condition Consequence (x1)
- 20 semantic relations

Discourse Pattern

Page Schema	2C26b		Statement Amplification
Source	Preview	In order to manage a small business successfully, one would need to follow couple of vital points or steps. These key steps will help determine the success rate of the business. For example, if the location of a business is down a dark, dreary looking street, customers may not feel comfortable entering or even driving down the street.	Means Purpose (intended) Statement Exemplification Condition Consequence Means Result
↓	Details	Therefore, it is vitally important that access to one's business is safe for all! It will ensure that there will be a regular flow of traffic into your store.	Bonding
link			Ground
link			Conclusion
link	Bonding	Furthermore, if the location of your store is in an area where the rent exceeds the monthly income, one could encounter problems. If monthly costs are too high a business will not succeed. Therefore, careful pre-planning of possible outlets to rent will ensure that at the end of the day you will be able to manage the finances, based on the outgoings.	Condition Consequence Condition Consequence Means Result
link			Ground
link			Conclusion
link		Perhaps the first stage in any business is to find out the customers' needs what do they require from you? How do they want it to be package? What do they like and /or dislike? Are you able to provide them with what they need? These are all questions, that you should ask yourself before setting up a small business. If, at the end of the day, You are satisfied with the answers then you can take the next step.	Statement Exemplification Chronological Sequence Condition Consequence
link			Bonding
link		Research is an important part of any business plan One must go out and see if there are any other businesses that offer the same product as you. If so, now much is the product, where is the business located; how do they advertised, are the successful. If you still feel that you can offer the product and compete with other businesses then the process continues on.	Statement Exemplification Condition Consequence
link			Statement Exemplification
link		The flow continues on into the needs of the customer. How are you going to persuade people to use your service. Are you going to offer better prices, friendlier services; nice looking packaging to woo the customers in? They need to feel safe and looked after while in your care. Service is a key factor to the success of a business. A customer is also the business walking, talking, breathing and living advertisement.	Means Purpose Means Purpose Means Result

370 words

2) semantic relations

Grounds Conclusion (x2)
 Chronological Sequence (x1)
 Bonding (x3)

Condition Consequence (x5)
 Statement Exemplification (x4)
 Means Result (x3)
 Means Purpose (x2)

Discourse Pattern

Page Schema	2C27b	Semantic Relations
Source	Preview	} Means Purpose (inv.) } Amplification (Predicate Spec) } Reason Result (inverted) } Means Result } Means Purpose } Means Purpose } Means Result } Means Purpose (inverted)
Path	Details	
link	To successfully run a small business there are a number of important steps to take. One of these is to ensure that your business understands the customers' expectations of the service you provide.	Bonding
link	To meet the customer satisfaction and loyalty. It is also important factor that a business knows it customers opinion of the product as this can assist in creating a marketing plan.	
link	Another important factor which contributes to the success of a small business is the location. The location should be chosen so it can be easily accessed by customers. The premises should also with low rents to keep fixed monthly costs to a minimum.	Bonding
link	A small business needs to closely study their competitors in both their advertising and pricing information. This helps to determine their own pricing strategy. Also to ensure an adequate cash flow and to prevent overspending, a small business should control their level of stock.	
link		Bonding
link		

12 semantic relations.
 151 words
 Means Purpose (x4)
 Means Result (x2)
 Reason Result (x1)
 Bonding (x4)
 Amplification (x1)

Discourse Pattern

Image Schema	2C37		Semantic Relations
Source ↓ Path	Preview Details	A successful small business depends on a number of factors, most important of which include being of great service to your customers (so they will come to your business) & having at least a good knowledge of how money works and the economics of business.	Means Purpose } Bonding } Bonding
link	Bonding	Customers are of the utmost importance to a business - without customers you won't have a business, full stop. You need to understand the customer's expectations of your service - to ensure that they are satisfied & will return to your business when they need the Goods. The location of the business in a relatively accessible area is also of importance - the more difficult it is to get to a place, the less likely people are to make the trip - (they will go somewhere else). This will ensure that people will not be put off coming because there's not enough car parks, or it's too crowded in that area, or it's too far away or the like.	Condition Consequence } Bonding } Means Purpose } Reason Result } Reason Result (inverted)
link link	Bonding	You also need to know your customer's likes & dislikes of your product - maybe they like the style but not what it's made of etc . . . You will then be able to develop a successful marketing plan - that will help your business run much more efficiently - & will not waste time developing products that the customers don't need or want.	Reason Result } Reason Result (inverted)
link	Chronological Sequence	Also, study your competitors! Make sure your pricing is competitive & that your advertising is reaching the public if it isn't - you won't have many customers & you won't have a business.	Contrastive Alternation } Means Result } Statement Exemplification
link		Business, of course, is all about money. So not surprisingly you need a good knowledge of money to be successful. You should select premises with rents that are not excessive & that will not run you into the ground. This will help ensure that your monthly fixed costs are not too high & will leave more room for profit - & therefore more efficiency.	Means Result } Reason Result } Condition Consequence } Grounds Conclusion } Means Result } Grounds Conclusion }
link link link	Bonding	Being an efficient business, is being a successful business. Another way to ensure that you're being efficient is to control the levels of stock - this means that you won't end up having to throw stuff out or sell it well below market value (even though customers like that) - which means that you won't be wasting time & money - & it also prevents overspending - which means more money for you.	Reason Result } Means Purpose } Reason Result } Means Result }
Goal		A successful business, therefore, is one that holds a good rapport with the customers, knows what they like, & is within easy reach & is convenient. It is one that manages its stock efficiently & doesn't overspend on rent or unnecessary goods & it is one that knows its competitors - & is ready to COMPETE!	Bonding } Bonding }

443 words

- 3 | Semantic Relations
- Means Result (x4)
 - Means Purpose (x4)
 - Bonding (x10)
 - Reason Result (x6)
 - Grounds Conclusion (x6)
 - Condition Consequence (x1)
 - Contrastive Alternation (x1)
 - Statement Exemplification (x1)

47

(47)

Transcriptions: Task 2

$$3 + 2 + 3 = 8$$

3

Discourse Pattern

Page Schema	B201	Semantic Relations
Source	<u>Preview</u> Here we've got a lot of advice to people who are starting a small business. So how can we be successful? There are six key factors, which all have some deeper information.	} Bonding } Means Result
↓	} Bonding <u>Details</u> First, it advise you to develop a marketing plan, <u>this is a good idea to make you know your customers' likes and dislikes of your product.</u> Then you might need to ensure customer satisfaction and loyalty, <u>it helps</u> you understand customers' expectations of your service. After those, monthly fixed might not cost too high. You can select premises with rents that are not excessive to make this point. The next, as we all know we should run business under healthy finance control, <u>which ensures</u> adequate cash flow and prevents overspending. Accordingly to that controlling of the levels of stock can be one useful idea. Another important stuff could be studying competitors, which means to keep files of their advertising and pricing information. It really <u>helps to determine</u> your pricing strategy. At last, for customers' convenience, choose a location that is safe and accessible for them. This is called ensuring a flow of foot traffic. Because it includes plentiful numbers of customers.	
↓		} Means Result
link		} Means Result } Bonding
link		} Means Result
link		} Amplification (Predicate Spec) } Means Result
↓	In conclusion, these six factors, customers' expectation, likes and dislikes, marketing plan, costs, levels of stock, competitors' information, location are all keys to your success.	} Means Result
Goal		218 words

10 semantic relations.

Means Result (x6)

Bonding (x3)

Amplification (x1)

48

Transcriptions: Task 2

3 + 2 + 3 = 8

Discourse Pattern

Page Schema	B202		Semantic Relations	
Source	Preview	The key two points that will allow you to successfully manage your business are: Market research and Financial structure of the business. These points (and others) are also shown on the diagram on the left-hand side of this sheet.	Means Result (inv) } Bonding	
↓ Path	Details	Proper Market Research will enable your business to grow and succeed in the business world. Before even opening a business, you should consider finding a good place where to develop your business. The points that should be considered are: choose the location that is safe and accessible for customers and ensure a flow of foot traffic, plentiful of customers. Besides the location you should also consider researching in following areas: know your customers likes and dislikes of your product and develop a marketing plan. Now that you have chosen the location and know what customers want think how you can make your customers happy which is done through understanding customers' expectations of your service which will lead to customer satisfaction. When opening a business you should also consider competitors, you should research their prices and advertising strategies which will help you to successfully determine your pricing strategy.	Means Result } Chronological Sequencing	
link				Means Result } Bonding
link			Chronological Sequence } Means Result (inverted)	
link				
link			Means Result } Bonding	
Goal		Besides Market Research you should also pay attention to the Financial structure of your business. You should select premises with rents that are not too excessive which will help to keep your fixed costs down, and stock level should be kept under control which will result in ediquite cash flow and prevent overspending.		Means Result } Bonding } Means Result (inverted)
		Market research and Financial structure are the most important point when opening your own business.		

254 words

17 semantic relations

Means Result (x6)

Bonding (x7)

Amplification (x2)

Chronological Sequence (x2)

19
49

Transcriptions: Task 2

$$3 + 2 + 3 = 8$$

Discourse Pattern

Page Schema	B203		Semantic Relations.
Source	Preview	The establishment of a successful small business is supposed to be influenced by some sorts of factors, namely, the satisfying service, the broad information and the proper management. In the following, I am going to explain further point of view about these factors.	Bonding
Path	Details	As we all know, generally, choosing a location that is safe and accessible for customers, which should be convenient to customers is the first step that managers should weigh up. <u>The more convenient traffic is, the more customers are willing to go.</u>	Amplification (Term Spec) Reason Result Means Result
link		In addition, because customers seems to be god in business, in that rose, it is a great deal importance of the understanding customers' expectations, what exactly they want, and the ensurement of customers' satisfaction and loyalty. Furthermore, making a survey, through which managers might know what customers enjoy, or what they dislike of products, is another necessary step.	Reason Result Bonding
link		According to this, normally assisting managers to develop a marketing plan.	Means Result
link	Statement Exemplification	However, a entily successful business will not be accomplish unless a detailed strategy and preparation on finance is concerned. For example, the pricing strategy, the study of competition, <u>which leads to the successful advertising and pricing information</u> , both of them are supposed to be arranged before the business being put within real situation. The last but not the least, is the consideration about monthly fixed costs, which should not be too high, and the selection of premises with rents, which are not excessive. Also, to prevent overspending and to control the levels of stock are essential.	Condition Consequence (invert) Bonding
Goal		From the above, there are several points may help you to handle that how to build a successful business. Do remember it always depends on the actual situation and different objects as well.	Means Result

283 words

// semantic relations.

- Means Result (x3)
- Bonding (x3)
- Reason Result (x2)
- Condition Consequence (x1)
- Amplification (x1)
- Condition Consequence (x1)

50 Transcriptions: Task 2

3 + 1 + 4 = 8

Discourse Pattern

Page Schema	B204		Semantic	Relations
<p>Source</p> <p>↓</p> <p>Path</p> <p>↓</p> <p>link</p> <p>↓</p> <p>link</p> <p>↓</p> <p>Goal</p>	<p><u>Preview</u></p>	<p>Running a successful small business firstly need to know some key factors about customer and market. Secondly make a plan to help people who run this business and so on. There are six key factors shows to you.</p>		
	<p><u>Details</u></p>	<p>Firstly, the manager need to choose a location that is safe and accessible for customers. After this, manager must ensures a flow of foot traffic – plentiful numbers of customers.</p>		<p>Chronologic. Sequence</p>
		<p>Secondly, understand customers' expectations of the business service then ensure customer satisfaction and loyalty.</p>	<p>Means Result</p>	
		<p>Thirdly, manager need to develop a marketing plan to open this business before this, it also need to know what customers' like and dislikes of this business's product.</p>		
	<p>Bonding</p>	<p>Fourthly, people who run this business needs to study competitors – keep files of their advertising and pricing information, <u>this process will help manager to determine the price strategy.</u></p>	<p>Means Result</p>	
		<p>Fivthly, Control of levels of stock, make sure what the level the customer need and want then ensures adequate cash flow and prevents overspending.</p>		
		<p>Finally, manager mst select premises with rents that are not excessive and control the expence and control fixed cost are not too high on every month, <u>this process can help the business to earn money to have profit.</u></p>	<p>Bonding</p> <p>Means Result</p>	<p>Means Result</p>
		<p>Through these process, the small business will have a good profit and get success. Every process are very important and each process are connect. Do not forget any of them.</p>	<p>Means Result</p>	

229 words

- 7 semantic relations
- Means Result (x4)
- Bonding (x2)
- Chronological Sequence (x1)

51

Transcriptions: Task 2

3 + 1 + 5 = 9

Discourse Pattern

Page Schema	B205		Semantic Relations
<p>Source</p> <p>↓</p> <p>Path</p> <p>↓</p> <p>link</p> <p>↓</p> <p>link</p> <p>↓</p> <p>Goal</p>	<p><u>Preview</u></p>	<p>This essay is going to describe the diagram of doing a successful small business: As the diagram shows, there are six main factors. to be a successful small business.</p>	<p>Bonding</p>
	<p><u>Details</u></p>	<p>Firstly, from the top and middle of factors. Understand customer's expectations of the business service. In this factor, there are should be the thing to understand, like, ensures customer satisfaction and customer loyalty. However, before, the business start there is another thing to look at, For example, the location of the business, that is the left factor on the top. As the people choose the location of business: they have to think about that is safe and accessible for customers, and also have to <u>ensures aflow</u> of foot traffic.</p>	<p>Bonding</p>
		<p>After the location has taken and unstanding customer, the business has to get the information from the customer. That mean, doing some market research, and to know the customer like or dislike the products. At last to help the business to develop.</p>	<p>Chronological Sequence</p> <p>Means Result</p>
		<p>Secondly, on the bottom of the diagram, there are also three factors. To be a successful small business, like study competitors <u>to help to determine</u> the pricing strategy, and control the level of stock. that mean to know the cash flow and prevents overspending. The last factor is to select premises with rents that are not excessive.</p> <p>To sum up, if the people who want to have a successful small business, they have to thing about these six factors. And after the factors have done with the business. At last the business now be successful.</p>	<p>Condition Consequence</p>

255 words

6 semantic relations.

- Bonding (x3)
- Chronological Sequence (x1)
- Means Result (x1)
- Condition Consequence (x1)

52

52

Transcriptions: Task 2

1 + 2 + 3 = 6

29

Discourse Pattern

Page Schema	B206		Semantic Relation
Source	Preview	To set up a small business and run it successfully. There are some key factors that should be considered.	Means Purpose (inverted)
↓ Path	Boundary		
	Details	First of all, not matter what kind of business you are going to establish. you should understand customers' expectations of your service. <u>In order to do it so</u> , it is a good way to do some research of what customers suppose your business is going to be. <u>To follow what they expect</u> could ensures customers' satisfaction and loyalty.	Means Purpose (inverted)
link	Amplification (Predicate Spec.)		Means Result
link			
link		Secondly, to analyse another competitors who to determine strategy of running the business is also a key to run your business successfully. <u>To do this</u> , collect files of their advertising and pricing information are recommended.	Means Result (inverted)
link		After you determine your pricing strategy. calculate roughly the fixed cost of each month such as the employee fees, and rental cost. <u>This can help you to</u> ensure if it worthwhile to set up the business.	Chronological Sequence
Goal			Means Result

148 words

- 11 semantic relations
- Means Result (x3)
- Means Purpose (x2)
- Bonding (5)
- Chronological Sequence (x1)
- Amplification (x1)

Discourse Pattern.

Image Schema	B207		Semantic Relation
Source	Preview	The diagram gives suggestions to the people who will starting a small trade. The diagram is composed by six parts.	Bonding
Path	Details	In the first place, the small business owners should know what their customs' likes and dislikes about their products. <u>That</u> assists you to develop a marketing plan.	Means Result
link	Amplification (Predicate specification)	Secondly, owners must understand customers' expectations of their service. They could ensures customers satisfaction and loyalty.	
link		Follows, choose a location which is safe and accessible for customers is very important to business holders. The advice is to <u>ensures a flow</u> of food traffic. It will be plentiful numbers of customers.	Means Result
link		The fourth advise is to study competitors, keep files of competitors keep files of competitors advertising and pricing information. <u>It helps owners</u> to determine your pricing strategy.	
link	Bonding	The following suggestion is that owners should control of levels of stock <u>in order to</u> ensures adequate cash flow and prevents overspending.	Means Result
link		Finaly, business holders can select premises with rents which are not excessive. If they done like that, mostly fixed costs will not too high.	
link		These are all the suggestions help people to run a successful small business.	
link			
link			
link			
Goal			

183 words

6 semantic relations
 Means Result (x3)
 Bonding (x2)
 Amplification (x1)

Transcriptions: Task 2

3 + 2 + 5 = 10

Discourse Pattern

Page Schema	B208	Semantic Relations
Source	<u>Preview</u> This graph demonstrational the key factors for running a successful small business.	
↓ Path	<u>Details</u> There are six parts to support this small business to be successful. Firstly, we should choose a safe and accessible place for customer. It must be easy to arrive on foot. <u>In this way</u> , we can plentiful numbers of customers. Secondly, our service have to understand customers' expectations to ensures customer satisfaction and loyalty. Thirdly, we have to make sure which goods that customers like or on and develop our marketing plan. The Next Key factor for support business is doing some effective advertising and promotion to <u>achtract</u> customers. Make a good price and keep profit. Fivthly, we should make a good plan to control levels of stock for limite cash flow and prevents overspending. Finaly, monthly fixed costs can not be too high. If so, it would redues profit. In summary, for running a small business successfully is not a easy thing. We should think about every part of business which can support business to be successful.	<div style="display: flex; align-items: center;"> <div style="border-left: 1px solid black; border-right: 1px solid black; padding: 5px; margin-right: 5px;">Bonding</div> <div style="border-left: 1px solid black; border-right: 1px solid black; padding: 5px; margin-right: 5px;">Means Result</div> <div style="border-left: 1px solid black; border-right: 1px solid black; padding: 5px; margin-right: 5px;">Means Result</div> <div style="border-left: 1px solid black; border-right: 1px solid black; padding: 5px; margin-right: 5px;">Reason Result</div> <div style="border-left: 1px solid black; border-right: 1px solid black; padding: 5px; margin-right: 5px;">Condition</div> <div style="border-left: 1px solid black; border-right: 1px solid black; padding: 5px; margin-right: 5px;">Consequence</div> </div>
link		
link		
↓ Goal		

170 words

- 6 semantic relations
- Means Result (x2)
- Reason Result (x1)
- Bonding (x2)
- Condition Consequence (x1)

Transcriptions: Task 2

3 + 2 + 5 = 10

Discourse Pattern:

Image Schema	B209		Semantic Relation
<p>Source</p> <p>↓</p> <p>Path link</p> <p>↓</p> <p>link</p> <p>↓</p> <p>link</p>	<p>Details</p>	<p>The mind map reveals different way that people who are starting a small business. There are six different ways with two steps each in this diagram.</p> <p>A location where is important for customers, <u>so choosing</u> a safe and accessible place is the first thinking people should do. And then, goes to next step, which is "Ensures a flow of foot traffic. – plentiful numbers of customers.</p> <p>To understand costomers' expectations of people's business is also other important step <u>for doing small</u> business. People who want to doing a successfull business they should know what customers like and dislike. And then, <u>makes sure</u> customer satisfaction and loyalty.</p> <p>Small business of production, business also know about customers interests. After that we can assist you to develop a marketing plan.</p>	<p>Means Purpose</p>

127 words

Means-Purpose (x1)

Transcriptions: Task 2

3 + 1 + 4 = 8

Discourse Pattern

Page Schema	B210	Semantic Relations
Source	<p><u>Preview</u></p> <p>If people want to start a successful small business, there are four things that they should pay attention to: customer, location, basis cost and the information.</p>	<p>Condition</p> <p>Consequence</p>
↓	<p><u>Details</u></p> <p>Making a plan is the first thing to do before you do otherelse. There are several kinds of cost will be take out from you bills. For example, power, water, gas, rent and tax, even the cost of the land from the government.</p>	<p>Statement</p> <p>Exemplification</p>
link	<p>When people referring the location, they are more likely to choose the 'busy place' such as in town or by the street. However the price or the rent are quite high. The advantage for those place is most people will be go there, that is another important point you won't forgot.</p>	<p>Concession</p> <p>Contraexpectation (inverted)</p> <p>Reason Result (inverted)</p>
link	<p>"Customer is everything!" You won't earn money if nobody use your service or buy your goods. Therefore, the people who do the business really need to that what the customers want. We have the marketing because customers need some goods and then somebody sale them. The better thing to do is develop your service make the customers feel satisfact about your business. 'Make themselves feel like the God' and then they will not use otherelse service, they are your loyalt customers.</p>	<p>Condition</p> <p>Consequence (inverted)</p> <p>Amplification</p> <p>Reason Result</p> <p>Means</p> <p>Result</p>
	<p>Information is important thing for all kind of business. People who do the business must know that what the customers need and like. which area have no such business like you do and which kind of basis cost can be higher up or lower dnow.</p>	
↓	<p>By all of those things, like customer, location, basis cost and information are the first four things the people should put in their marketing plan.</p>	

271 words

Amplification (x1)
 Bonding (x2)
 57

10 semantic relations.
 Reason Result (x2)
 Condition Consequence (x2)
 Means Result (x1)
 Concession Contraexpectation (x1)

Goal

Transcriptions: Task 2

$$3 + 2 + 5 = 10$$

4

Discourse Pattern

Page Scheme	B212		Semantic Relations
Source	Preview	This diagram shows a advice that how to start a successful small business to people who are interested in it. The advice individed in 6 basic points and one contrast for each.	
Path	Details	<p>There are 6 points for people want to make a successful business, that they must make a research for what customers would like to spend, that important thing. As a customer, they more think about the traffic and safe. They don't want to spend more times on the way. And the service, must make the customers want to come again. That three points for customs.</p> <p>And, for owner's who need to study skill of competion, and make advertising to customers let they are interested in what's product from the business. The second point, don't make the fixed costs too high and control of levels of stock.</p> <p>In the sum, there are 6 points for make a successful business.</p>	
Goal			

150 words

no semantic relations.

58 Transcriptions: Task 2 $3 + 2 + 4 = 9$

Discourse Pattern

Page Schema	B213	Semantic Relations
Source	<u>Preview</u>	There are mainly six elements to help people to start a successful small business. This essay will give explanations to each element.
↓		
Path	<u>Details</u>	Firstly, the most important part is choose a location that is safe and accessible for customers. Because a suitable place of a company can ensure plentiful numbers of customers. For instance, in the centre part of a city or in the economical area.
link		
link		
link		
link		
link		
Goal		

223 words

10 semantic relations
 Means Result (x4)
 Reason Result (x3)
 Bonding (x3)

59 Transcriptions: Task 2

3 + 2 + 5 = 10

Discourse Pattern

Page Schema	B214		Semantic Relations.
<p>source</p> <p>↓</p> <p>Path</p> <p>↓</p> <p>link</p> <p>↓</p> <p>link</p> <p>↓</p> <p>Goal</p>	<p>Preview</p>	<p>This diagram shows how to do a small business successfully. There are two major advise, one is understand customers, the other one is improvement in the small business.</p>	<p>Amplification (Predicate Specification)</p>
	<p>Body</p> <p>Details.</p>	<p>Firstly, giving good service for customer is very important. There are three advise to make the customers happy: choosing a good location, understanding customers' expectations of your service and knowing your customers' likes and dislikes of your product.</p>	<p>Bonding</p>
	<p>link</p> <p>link</p>	<p>Furthermore, you must improve your business inside. First, you should study competitors to help you to determine the pricing strategy. Then control of levels of stock to adequate cash flow and prevents overspending. In addition, cut the fixed costs are also you must pay attention, so you should select premises with rents that are not excessive.</p> <p>Generally speaking, do a successful small business you must think about the outside and inside factors.</p>	<p>Means Result</p>

139 words

- 3 semantic relations
- Means Result (x1)
- Amplification (x1)
- Bonding (x1)

65 Transcriptions: Task 2

3+2+4=9

Discourse Pattern

Page Schema	B215	Semantic Relation
Source	<u>Preview</u>	Running a successful small business is not easy. There are some advice can help people who are starting a small business. } Means Result
↓		
Both	<u>Details</u>	Firstly, you should understand customers' expectation of your service. Because sell your service to customers is the final goal, understands what they want and <u>then ensure</u> their satisfaction and loyalty. } Reason Result } Bonding
link		
		Secondly, you should know if your customers like your product or not. For example, do some research can help you get information. After that, developing a marketing plan is very helpful. } Means Result } Chronological Sequence
		Thirdly, you can choose a location that is safe and accessible for customers. A good location <u>let</u> customers easy to find you. } Means Result
link	Bonding {	It also <u>ensures</u> a flow of foot traffic plentiful numbers of customers.
		Fourth, you had better study competitors keep files. For example, their advertising and pricing information. All these <u>can help</u> you to determine your pricing strategy. } Means Result
link		Fiveth, you need control your stock. Make sure, you know how many stock you have. Ensures adequate cash flow and prevents overspending, because the sock means how much money you spend.
		Sixth, select premises with rents that are not excessive. After that, make sure monthly fixed costs not too high.
Goal		To sum up, running a successful small business need work hard.

202 words

9 semantic relations
 Chronological Sequencing (x1)
 Bonding (x3)
 Means Result (x4)
 Reason Result (x1)

61

Transcriptions: Task 2

$$1 + 2 + 4 = 7$$

3

Discourse Pattern

Image Schema	B216		Semantic Relations
<u>Source</u>	<u>Preview</u>	How successfully to run a small business? There might be millions of factors which are able to influence how to run the business successfully. However, I would like to recommend some important aspects.	} Concession } Contraexpectation
<u>Path</u>	<u>Details</u>	Firstly, You have to know your customers' likes and dislikes of your product <u>so that you</u> can develop a marketing plan. Moreover, you should understand	} Means } Purpose
link		customers' expectations of your service, ensuring customer satisfaction and loyalty.	
link	Bonding	Secondly, Choosing a location that is safe and accessible for customers is a key step, <u>because that ensures</u> a flow of foot traffic – plentiful numbers of customers.	} Reason } Result (inverted)
link		Thirdly, You need to study competitors – keep files of their advertising and pricing information. <u>It is helpful</u> to determine your pricing strategy. Then, you might think	} Means } Result
link		about the control levels of stock, it <u>ensures</u> adequate cash flow and prevents overspending.	
link		Last but not least, Selecting premises with rents that are not excessive is necessary to do, <u>because it helps</u> you to plan the monthly fixed costs and saves your expense.	} Reason } Result (inverted)
link		To sum up, the above factors will help you to run a small business successfully.	} Means } Result

180 words

8 Semantic Relations

- Means Result (x3)
- Reason Result (x2)
- Simple Contrast (x1)

62 Transcriptions: Task 2

$$2 + 2 + 3 = 7$$

Discourse Pattern

Page Schema	B217	Semantic Relations
Source	<p><u>Preview</u></p> <p>Bonding</p> <p>Nowadays, with the development of global economics, more and more people do their business in order to earn more money and be established in society. In this essay I will give some advices to those people who are starting a small business from my point of view.</p>	<p>Means Purpose</p> <p>Bonding</p>
Path	<p><u>Details</u></p> <p>Bonding</p> <p>There are several key factors in running a successful small business. In my opinion, the most important one is to discover customers' need and ensure customer satisfaction and loyalty.</p>	<p>Means Result</p> <p>Bonding</p>
link	<p>Bonding</p> <p>Actually, there are no customers, there are no chances for your business. <u>So during operating your small business, do more investment and understand customers' expectations of your service.</u> Here, I strongly advise that don't attract customers once, which <u>will leads to</u> no loyal customers.</p>	<p>Condition Consequence</p> <p>Reason Result</p>
link	<p>Also, I think it is necessary to ensure adequate cash flow and prevents overspending. Because you are operating a small business, <u>if you don't have enough cash flow, you will be bankrupted quickly.</u> <u>How to prevent it? One thing you should do is to control of levels of stock.</u></p>	<p>Reason Result (inverted)</p>
link	<p>In addition, you should determine a good pricing strategy against your competitors. Business is competing. <u>Concequently, as a manager, you should study your competitors, know their prices, quality and other information.</u> That will help you have a strong competition. As we know in China, "knowing your enemies and yourself, you will win anytime."</p>	<p>Reason Result (inverted)</p> <p>Means Result</p> <p>Reason Result</p>
link	<p>To run a small business is not so easy. There are also lots of advices, such as ensuring a flow of foot traffic, developing a market plan, and so on. Anyway, as a manager, you should understand the operation of your business clearly.</p>	<p>Means Result</p>

265 words

- 16 semantic relations
- Reason Result (x5)
- Means Result (x5)
- Means Purpose (x1)
- Bonding (x4)

cc

63 Transcriptions: Task 2

$$3 + 2 + 3 = 8$$

Discourse Pattern

Page Schema	B218		Semantic Relations
<p>source</p> <p>↓</p> <p>path</p>	<p><u>Preview</u></p>	<p>The essay advices about the people who are starting a small business. There are many causes that can refer to "A successful small business" and it is going to be discust in this essay.</p>	
<p>link</p> <p>↓</p> <p>link</p>	<p><u>Details</u></p>	<p>When the business owners understand customers' expectations of their service <u>so they could ensures</u> customers satisfaction and loyalty or they know what their customers' likes and dislikes of their product, for these two reasons the business can have a success.</p> <p>Moreover, it is depend on a location such as safe and accessible for customers will be influence on them. The business owners should ensures a flow of foot traffic plentiful numbers of customers that may cause the diction that customers will make.</p> <p>The business owners have to study a competition of their competitors such as the advertising and pricing information that it can help the owners to determine the pricing strategy. The last two reasons that will help the business are "Control of levels of stock" <u>because it ensures</u> adequate cash flow and prevents overspending, "Select premises with rents that are not excessive" such as monthly fixed costs not too high if the owners can do a selection.</p>	<p>} Means Result</p> <p>} Means Result</p> <p>} Bonding</p>
<p>link</p> <p>↓</p>		<p>All the key that have adviced above will be helpful if the reader can understand and study though it.</p>	<p>} Condition Consequence (inverted)</p>

211 words

4 semantic relations
 Means Result (x2)
 Bonding (x1)
 Condition Consequence (x1)

“

64

Transcriptions: Task 2

$$2 + 2 + 4 = 8$$

Discourse Pattern

	B219		Semantic Relations
source	Preview	In order to start a small business and make it successful, you're required to take some steps before taking actions.	Means Result (inverted)
↓ path	Details	First of all, you need to find an adequate location to establish your company. The place should be "safe and accessible for customers" and "ensure a flow of foot traffic and plentiful numbers of customers". <u>Customers</u> are the most important people which your success will depend on.	Bonding
link	Amplification (Predicate Spec.)	Secondly, it is important to consider and "understand customers' expectations of your service". You have to know their demands and need to serve them to fill their satisfaction. Also, you have to value their loyalty.	Bonding
link.	Bonding (Rhetorical Coupling)	As understanding the customers expectations, you need to search their likes and dislikes of your product. You have to think about this from many different perspectives, not only from your own point of you. <u>Doing this research will lead you to</u> "develop a marketing plan."	Bonding Means Result
link	Bonding	Thirdly, you need to examine competitors' detail and advertising. <u>Once you've done with this, you will have ideas for pricing your products.</u> You are able to determine prices which are competitive enough, but still allow you to make a big profit. Studying about your competitors <u>provide</u> you with some "pricing strategy".	Means Result Bonding
link		Lastly, you got to focus on "money" flow in your business. You need to "ensure adequate cash flow" and be careful not to overspend your money. In considering these things, you need to keep in mind things such as, "selecting premises with rents that are not excessive" and "fixing a monthly costs that are not too high".	Bonding Amplification (Predicate Spec.)
↓ goal		By going through all those steps carefully and with patient, you will be able to start a "successful" small business in the end.	Means Result

278 words

- 15 Semantic Relations
- Means Result (x4)
- Amplification (x2)
- Bonding (x9)

5. (65) Transcriptions: Task 2

1 + 1 + 5 = 7

Discourse Pattern

Page Schema	B220		Semantic Relations
Source	Preview	This diagram indicates five keys factors to success a new business. It is essential to analyse those factors to complete your business. There are six advice to do so, such as the research of customers' expectation, customers' likes and dislikes, business location, rents condition, control of stock, and competitors with other companies.	Bonding
Path	Details	Firstly, it is necessary to find what customers think for your service. Customers decide and choose where they go to purchase and also what they get. Then, it is also necessary to research customer' like and dislike. <u>If you understand their expectations, the research is useful to develop making a plan to find out more clear.</u> When you make customers satisfy, you will run your bussiness very well.	Reason Result (inverted) Condition Consequence
link		Next the location where you run your bussiness is important to <u>get customers as much as possible.</u> It is likely customers to prefer the location near to one far away. The accessible location <u>lead your bussiness to more successful.</u>	Means Purpose Means Result
link	Bonding	Thirdly, you need to study competitions with other companies to <u>attract customers to your bussiness.</u> <u>In order to this,</u> it is essential to strategy the price and advertisement.	Bonding
link		Fourthly, it is necessary to control of levels of stock. It is waste to have too much stuffs and use overspending costs.	

209 words

- 10 semantic relations.
- Means Purpose (x1)
 - Means Result (x1)
 - Reason Result (x2)
 - Bonding (x5)
 - Condition Consequence (x1)

66 Transcriptions: Task 2

2 + 2 + 5 = 9

Discourse Pattern

age Schema	B221		Semantic Relations
Source Path	Preview Details	<p>There are six main key factors in running a successful small business. First, you who starts running a small business should understand customers' expectations of your service. These days the quality of his/her service is getting more important in the competing societies. Therefore a manager should try to ensure customer satisfaction and loyalty. Second you should know your customers' likes and dislikes of your product. <u>Therefore</u> you have to try to improve the design of your product and find out what kind of product customers like or not. As well, you have to use the information given by customers for <u>developing</u> a marketing plan. Third, you should select premises with rents that are not excessive. This is because it can influence on running a small business. You have to <u>be careful</u> that monthly fixed costs doesn't be too high. Forth, you have to control of levels of stock and ensure adequate cash flow and prevents overspending. Fifth you have to study competitors. You can succeed in running a small business as you study competitors around your business. <u>By keeping files</u> of their advertising and pricing information, you can help to determine your pricing strategy. Sixth, you should choose a location that is safe and accessible for customers. Location is one of the most important factors in running a successful small business. Therefore you should ensure a flow of foot traffic which mean plentiful numbers of customers.</p>	<p>Reason Result (inverted)</p>
link	<p>Reason Result</p>		
link			<p>Reason Result (inverted)</p>
link			
link	<p>Means Result</p>		

236 words

7 semantic relations

Reason Result (x4)

Means Result (x1)

Bonding (x2)

67 Transcriptions: Task 2

3 + 2 + 5 = 10

Discourse Pattern

Image Schema	B222		Semantic Relations
<u>Source</u>	<u>Preview</u>	<p>In recent years, many people enjoy to do small business, because the people want to do small business who will be properly think that they are good at it and easy to control, therefore such key factors in running A successful small business will be invented. The following step is process that people who want to own a small should to know. A successful small Business is a goal that people have to pass six main lines to get it.</p>	<p>Reason Result (inverted)</p>
<u>Path</u>	<u>Details</u>	<p>Firstly, the place that where people would like to go mostly, thus the business should be runned in there. and must be comfortable and easy to go. Secondly, the experience of service to satisfy people's want and need, to make consumers' shopping enjoyable and freedom. Thirdly, the businessman always should be improved their service and goods to let consumers want to make a long-run relationship with you.</p>	<p>Means Purpose</p>
<u>Link</u>		<p>Fourthly, it is the easiest and expensive thing to do. That is make a such advertisement <u>to let people know</u> what kind of good you own and how perfect the good is. Fifthly, it must be take such risk to score goods and wait the time when people need those goods as a small business. In this case, businessman must be pay more attention to be careful about it, if you put in more money than the small business have to do, you will possibly get in trouble. Lastly, it is the most important thing that 3 people should make a good note to control the cost and let you know it can get profit or not.</p>	<p>Condition Consequence</p>
<u>Goal</u>		<p>In conclusion, From above six steps, if the businessman got it and control it, they will possible to get excellent profit, therefore it is not seem to difficult. Let's know it.</p>	<p>Means Result</p>

295 words


4 semantic relations
 Means Result (x 7)
 Reason Result (x 1)
 Condition Consequence (x 1)

8. 68

Transcriptions: Task 2

$$4 + 3 + 5 = 12$$

Discourse Pattern

age Schema	B224		Semantic Relation
<u>Path</u> 	<u>Details</u>	<p>If the people wanting to starting a small business, it must be following something.. firstly, it must be understand customers' expectations of your service. Also, it has to ensures constumer satisfaction and loylaty. Secondly, it needs to make a plan to reasech the information of the marketing, know the customers' like and dislikes of the product. Thirdly, the people who are starting a small business, it needs to choose a location that is safe and accessible for customers, because if the location too far for customers it must be not too many people go the shopping. Fourth, ensures adequate cash flow and prevents overspending. Fifth, make a successful small business the important foures is fixed costs not too high, and control of levels of stock is very important too. Finally, study competitors keep files of their advertising and pricing information and helps to determine your pricing strategy.</p>	<p>Reason Result (Inverted)</p> <p>Condition Consequence</p> <p>Means Result</p>

148 words

- 3 semantic relations
- Reason Result (x1)
 - Means Result (x1)
 - Condition Consequence (x1)

Page Schema	B226		Semantic Relations
Source	Preview	As a student of Waikato management school, I chose basic management study for my first year programme. It teaches me some key points about how to start a small business and how to attract customers.	Bonding
↓			
Path	Details	<p>The first point to success for your business is to satisfy the customers which means to analyse what the customers need and what you can discover from your business before others. It contains knowing what your customers 'likes and dislikes of your product, understanding their expectations of your service. You can develop a marketing plan such as do some surveys among the customers and then work out what product they enjoy from your business and what they don't. Therefore, sell things they like and get rid off those they dislike. This focus on the product in your business.</p> <p>Secondly, focus on price. Customers do want low price to save their money. So do you. It's a good way to select premises with rents that are not excessive. You should consider about the monthly fixed costs such as electricity, wages for these workers in your business. You also can give discount for those old customers in order to attract them consume more from your business. For example, buy five get one free.</p> <p>Thirdly, place is rather important as well. You should choose a location that is safe and accessible for customers. To a lot of customers, this is just as important as low price. People will always enjoy a closer place to consume. Ensures a flow of foot traffic which means plentiful numbers of customers.</p> <p>Fourthly, promotion which means advertising. This will encourage new customers to your business. Some big company spend millions dollars on promotion as they want more and more people consume their product.</p> <p>Further more, study from your competitors. They will tell you to determine your pricing strategy and learn how the attract to customers. Keep files of their advertising and pricing information will be a good idea. However, you should avoid 'price war'. Also you need to control of levels of stock, ensures adequate cash flow and prevents overspend in order to keep your business active</p> <p>Overall, I think the four most important points for a successful business is: price, product, promotion and place.</p>	Bonding Reason Result Statement Affirmation Means Purpose Statement Exemplification Reason Result (inverse) Bonding Means Purpose Means Purpose
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355 words

10 semantic relations

- Reason Result (x2)
- Statement Exemplification (x1)
- Bonding (x3)
- Means Purpose (x3)
- Statement Affirmation (x1)