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Do you agree or disagree with the following statement?

For any business to be successful, it must spend a lot of money on advertising.

-To survive in an increasingly fierce (~~competitive~~) market, diverse/numerous/(diversified) companies have devoted a large amount of funding to TV ~~advertisements~~ ~~adversements~~, outdoor commercials and other ~~propaganda~~/marketing methods[1]~~propogadas~~. But is it really effective? Or does it really drive the demands for their products as they expect? I disagree with this practice because there are better alternative ways to boost their businesses.

To begin with, ~~ane~~ open-minded atmosphere within a company could boost/~~foster~~/~~encourage~~/~~support~~/~~reinforce~~- successful business ~~practices~~/~~operations~~. If the leader is willing to take/~~include~~ group members ~~into the~~ decision-making process, employees are more likely to express various ideas, which would spark and accelerate the generation of innovative products. Only ~~innovative/state-of-the-art/recently introduced~~/the updated products ~~will/can/are able to/could~~ attract consumers' attention and facilitate them to make a consistent purchase. A typical example is Xiaomi, a top high-tech company in China, where its leader Leijun always ~~gives~~~~takes~~ priority to the suggestions of their employees, and thus the company launches ~~a~~ new version of ~~their~~ mobile phones every two years thereby increasing the sales of Xiaomi to a large extent.

Another contributing factor is quick and effective customer services. We cannot deny that all sorts of companies are required to deal with conflicts during business activities under some specific situations. Sometimes ~~a certain numbers~~ ~~certain numbers~~ of users may complain about their bad experiences of ~~using products~~ and even speak up on the social media platforms. If the company turns ~~a blind eye to~~/~~ignores~~/~~does not respond effectively to~~ it, this will leave a bad impression on the public. On the contrary, once they acknowledge their ~~deficiencies/shortcomings~~~~false~~ and improve the functions of their products through interacting/~~interaction~~ with consumers, ~~their~~ customers will feel ~~they are~~~~be~~ valued and even appreciate the company's efforts, facilitating ~~their~~ next purchase of the same brand. This can explain why the famous company San Xing ~~recalled~~~~reclaimed~~ their mobile phones in 2010 but ~~managed~~~~continue to~~ achieve ~~an even~~ larger quantities of sales/~~managed to improve their sales during the~~ next year.

To conclude, it is the ~~company's~~ attitude towards ~~its~~ employees and customers that enhances the success of business significantly, whereas the effect of ~~the~~ advertisements may ~~be~~ not ~~be~~ as obvious/~~clear~~/~~conclusive~~ as some people expect/~~believe~~.

[1] The word 'propaganda' is normally used in a political context, but you are certainly not wrong to refer to commercials in this way!