

To: Ryan Tso, English 301 Student Writer

From: Ayaka Matsuno, English 301 Student Reviewer

Date: July 19, 2021

Subject: Peer Review of Formal Report Draft: *Opportunities from Sustainable and Transparent Ingredient Sourcing*

Thank you so much for submitting your formal report draft, Opportunities from Sustainable and Transparent Ingredient Sourcing. Your formal report proposal is well-written, organized, clear and concise. Specially, your creativity of constructing the report and containing reliable data are impressive. The followings are some suggestions to improve this formal report.

First Impression

A major strength of this report is to contain strong reliable data with well-described and concrete interpretations. Introduction is specific and well explained, and the flow of the proposal is very smooth.

- It should be explained where the number 7.73 comes from in “Current trend” in Data Section. Is there any particular reason to use 7.73?

Introduction

Introduction successfully identifies and analyzes the importance of the research, and the problems with recommended workable and affordable solutions. The description of Introduction is very detailed, concise and logically flows.

Data Section

The description is excellent and logically flows. Specifically, supporting the importance of “Recommendations” through obtained data and published articles, such as the section of “Current Trend” in Data Section, is impressive. However, two suggestions are made in order to make the points clearer in the section of “Consumer Willingness to Pay for Sustainable Products.”

- The sentence of “Since a large volume of raw material is ordered..., this would be important...,” is a bit unclear. Does “this” refer to fast moving products or a large volume of raw material or both? What is this sentence for; what is the sake for this sentence?
- In the last sentence, “Meanwhile, slower moving products... difference in costs is not as great,” what does the “the difference in costs” refer to? Does it mean the difference between fast and slower moving products? In addition, why is the “difference in costs” important?

Conclusion

Conclusion is very detailed with excellent descriptions for the readers.

- Using bullet points to make the recommendations concise helps the readers understand what the important recommendations are. That is, it is suggested to write the important points using bullet points under each section such as “Starting Small and Increasing Transparency.”

Organization

The organization is very clear; especially, putting numbers in order and effective and clear headings and subheadings help the readers follow and understand the content. In addition, the parts of the report are clearly unified with the other sections of the points.

- Page numbers should be included in order to follow the content more easily.
- Some parts have blanks because of the big figures. Writing some explanations about the figures in the blanks and then presenting the figures are recommended.

Style

The tone is positive throughout the report; negative words are not written, and you-attitude is reflected. All individual paragraphs or passages are identifiable. The tone, especially in the subheadings of “Recommendation,” is written objectively.

- Avoiding imperative verbs are recommended in “Purpose of this Report” in Introduction.
- It might be better to talk about a brief conclusion in Introduction; the *Technical communication* page 508 will be helpful to understand this point.
- Mentioning which figures are being referred to helps the readers follow the report easier.

Design

All graphics are well-designed and effective to describe the contents of the report. The report is reader-friendly and visually appealing.

- The date should be written in the title page.
- Figures should contain the percentages. The figures are visually appealing so that some people look at the figures first. Containing all information in the figures helps the readers understand and encourage them to read over the report.

Grammar and Technical Errors

The grammar is good. The followings are minor mistakes:

“The State of the Environment” in Introduction

- The subject and verb agreements need to be checked. For example, in the sentence, “The largest contributor to... are CO2 emissions as...,” the verb should be “is” or “contributor” should be changed to “contributors.” In addition, in the sentence, “...that increases in atmospheric carbon dioxide is...,” the verb should be changed to “are.”

“Scope and Methods” in Introduction

- The number of areas of inquiry is probably a mistake: “three” instead of “four.”

“Estimated Profit Differences” in Data Section

- The word “however” should be utilized instead of using the word “but” on the head of sentence.

“Broadening Product Coverage” in Conclusion

- The word “and so on” should be removed.

Work Cited

References are successfully written in MLA format.

- References should be put in alphabetical orders.
- Accessed date should be written when referring to online articles.
- The title “REFERENCES” should be changed into “Works Cited” since “MLA style” should be utilized in this report.
- Writers’ names should be written instead of the articles’ names when the published articles, books or websites are mentioned in the texts. For example, this technique will be applied in “Summary and Overall Interpretation of Finding” in Conclusion.

Revisions:

Here is the list of quick fixings in the report:

- Identifying the words “this” and “differences in costs” in “Consumer Willingness to Pay for Sustainable Products.”
- Using bullet points in “Recommendations” in Conclusion.
- Including page numbers and eliminating blanks in the report.
- Avoiding imperative verbs in “Purpose of this Report” in Introduction.
- Talking about brief conclusion in Introduction.
- Mentioning which figures are being referred to and showing percentages on the figures.
- Putting the date in title.
- Correcting grammatical and lexical errors.
- Revising Works Cited.

Overall, this is an excellent formal report for showing the importance of changing the current raw ingredients suppliers to be ethical and sustainable. I hope my recommendations will help the process of your final formal report. Please let me know if you have any questions or require clarification. Thank you so much for your great work.

