To: Jessica Lee, ENGL 301 student

From: Nicholas Jang, ENGL 301 student

Date: December 4, 2020

Subject: Peer review of Jessica Lee’s Assignment 3:2 Formal Report

Hi Jessica,

Thank you for submitting assignment 3:2 for review. The assignment was a formal report outlining a strategy Urban Outfitters could employ to excel in the Chinese market. Please see my suggestions below for improvement.

**Content:**

* Information was insightful and well thought out
* I found the data section the most informative section
* I would recommend the “possible solution” section revision as it could benefit from additional content
* The technical terms such as USP are well defined
* Meets the criteria specified in the assignment
* The report is logically laid out with the problems and solutions identified and discussed in a methodical process

**Organization:**

* The organization of the draft is clear and effective throughout the entire report
* Headings and Sub-headings are used strategically
* Paragraphs are not overly long and remain a manageable size for the reader
* The report shows signs that links all parts of the report together

**Style:**

* The report uses an objective tone that focuses on the positive
* The writer implemented the techniques explored in assignment 3-1

**Design:**

* There are no grammatical errors
* The report is well laid out and meets the design requirements of the report guidelines

**Concluding Comments:**

This paper was well written and shows a strong grasp of formal report writing

The report is missing one visual as the formal report guidelines state a minimum of three visuals should be incorporated in the report

Please feel free to let me know should you have any questions.