

Promotional Techniques:  
Said/Meant/Conclude Activity

<b><i>The writer said (quote)</i></b>	For food manufacturers to succeed in gaining or keeping a large market share, they must have products to sell that consumers want to buy.
<b><i>The writer meant (interpret/paraphrase in your own words)</i></b>	
<b><i>The writer would conclude that...</i></b>	

<b><i>The writer said (quote)</i></b>	Developments in technology have extended the range of foods available and the way in which they are marketed.
<b><i>The writer meant (interpret/paraphrase in your own words)</i></b>	
<b><i>The writer would conclude that...</i></b>	

<b><i>The writer said (quote)</i></b>	When a manufacturer or retailer wants to market a product, they need to analyse their target market requirements.
<b><i>The writer meant (interpret/paraphrase in your own words)</i></b>	
<b><i>The writer would conclude that...</i></b>	

<b><i>The writer said (quote)</i></b>	There are some specific launch methods that food retailers use, one of which is called the 'loss-leader method'.
<b><i>The writer meant (interpret/paraphrase in your own words)</i></b>	
<b><i>The writer would conclude that...</i></b>	