

## IELTS WRITING TASK 2

**Q-Do you agree or disagree with the following statement?**

**Businesses should do anything they can to make a profit.**

**-Use specific reasons and examples to support your position.**

### **Model answer:**

I'm afraid I disagree with the assertion that firms should do everything possible to maximize profits. So instead, I'll express my thoughts on the following topics.

First and foremost, every business must have a moral code. It implies that a company should treat its customers fairly and uphold their rights. Of course, a corporation may lose some of its profits, but the safety of its customers must always come first. Clients will switch to another company if you don't, and they won't come back. For example, "Jonson&Jonson" created a novel sort of painkiller a few years ago. Regrettably, this product was not thoroughly evaluated. Many people perished and were injured as a result of this. The firm president made the critical decision to recall all painkillers from all distributors and reimburse all affected clients for their treatment. It cost the company a lot of money, but it saved its reputation and clients. It was a difficult decision, but the company's president saw that failing to repay clients' respect would cost him even more money in the future. When a business loses customers, it loses money.

Second, to succeed in the modern world, businesses must compete with one another. Many companies lose money when they lower their product pricing. They don't want to make more money; instead, they want their customers to be happy. Companies do it because they want to sell their products and have satisfied customers. Thus, they provide savings, free shipping, free service, free Internet access, and excellent return service, among other things. All of this is done to please existing consumers while also attracting new ones.

To summarise, I believe that a corporation whose sole purpose is profit would not succeed in today's world. Otherwise, organizations that value their customers and want to see them happy will prosper.

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