

W. Cleaning Agency

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English 122

FOCUS ON MORE
OF AN ATTENTION GRABBER.

Professional cleaning companies are rare to find especially when the market wants quality services that satisfy their demands of hygiene. Most of them cannot take care of invisible dirt. Those companies or agencies that continue to develop and maintain long-term relationships with their customers are linked to quality services. However, W. Cleaning agency is excluded from those companies that provide poor services to customers. The agency has a set of experiences and is committed to different environmental circumstances or conditions to ensure high hygienic status. The agency provides quality cleaning services at an affordable price compared to other companies involved in dusting and sanitizing operations' areas, offices, and public facilities. [With no other cleaning companies that offer pocket-friendly cleaning services, W. Cleaning agency gives what a customer cannot expect.]

? WHAT DOES THIS MEAN?
THIS IS CONFUSING.

THESE
? WHAT DOES THIS MEAN?

W. Cleaning uses its dynamic resources to ensure quality services to its clients throughout the country. Its various operating divisions in every part of the country makes it a brand to reckon with. How? IN WHAT WAY? Most of the companies are now familiar with the quality company's cleaning services. In addition to quality and affordable services, the company provides door-to-door services on diverse activities and services. As a result, the firm has gained an edge over its other competitors such as Yarbrough Executive Services. Some of the door-to-door services by

YOU ARE COMPOSING
LOVELY SENTENCES, BUT
TRUE DESCRIPTIVE CONTENT
IS MISSING

W. CLEANING AGENCY

W. Cleaning company are laundry and cleaning. The services maintain that the company's

customers have an alternative that matches their requirements.

W. Cleaning agency provides reliable services that are not subject to delays. The company as modern cleaning machines that require little human input to operate. Quick and convenient services are now the trademark of the company, something that has merged as its competitive advantage. This good practice of satisfying customers has made the company win the trust of its customers. The creation of an excellent image makes sure that clients continue to enjoy cleaning services from the company without switching the customer base. Attendance to customers is one-by-one, and this attendance is facilitated by having its extensive locations to cover a wide market. So, the company's network is unquestionable when it comes to the convenient delivery of services.

However, there exist circumstances that make the W. Cleaning company undergo some changes in the course of service delivery. Despite the company having quality cleaning services at affordable prices compared to its rivals, competing with known agencies such as Jani-Pro is somehow challenging. Jani-Pro has been in the service for a long time, and its brand is already known to many. As a result, it keeps W. Cleaning company at a distance since it has many customers despite its expensive prices. Competing with a well-diversified company is not easy because the financial positions of the two are different. Diversification requires huge capital, thus competing with financially stable companies is impossible and bring challenges.

Quality cleaning services at affordable prices rank W. Cleaning company ahead of others in terms of market coverage. Its long-term relationship with its customers facilitates the firm's ability to respond speedily to internal and external changes taking place. Cleaning services cover many aspects that cannot be captured by this essay. It means, cleaning business is broad and has

DOOR TO DOOR MEANING WHAT?
HOW ELSE WOULD THIS HAPPEN?

2

LIKE WHAT?

- IN WHAT WAY?

? I DON'T UNDERSTAND THIS.

WHOSE? I'M UNCLEAR.

WHO?

SO IT'S AN UNFAIR COMPARISON & DOESN'T REALLY BELONG ANYWAY.

THIS ISN'T REALLY A COMPARE/ CONTRAST. JUST STAY W/ YOUR SERVICE

LIKE WHAT?

↑
AVOID THIS TYPE OF STATEMENT

→ WHAT DOES THIS MEAN?

several underlying opportunities for utilization. In the future, cleaning business will involve

UNCLEAR
SENTENCE

capitalization of weekend opportunities when other cleaning companies are tedious and cannot
work anymore.

- YOU'VE SAID A LOT, BUT ARE LACKING IN ANY REAL DESCRIPTION. I VAGUELY SEE THE COMMON EXPECTATIONS, BUT HAVE NO REAL SENSE OF HOW THEY DO OR DO NOT MEET THEM.
- BE VERY CLEAR ABOUT THE EXPECTATIONS AND VERY SPECIFIC & PRECISE IN HOW YOU ARE ADDRESSING THEM.
- I HONESTLY HAVE NO CLEAR IDEA OF WHAT W. CLEANING ACTUALLY DOES BASED ON YOUR CONTENT.

Student Review Writing Evaluation Form

Assignment		Student Name			
Date		Course/Instructor			
Criteria	Unsatisfactory (1)	Marginal (2)	Satisfactory (3)	Good (4)	Excellent (5)
1. Contains a thesis statement that captures the reader's attention, presents a clear and specific argument, and provides a framework for the essay.	The thesis statement does not capture the reader's attention, preview the paper, or contain an argument. (<5 points)	The thesis statement does little to capture the reader's attention, preview the paper, and express an argument. (6 points)	The thesis statement somewhat captures the reader's attention, previews the paper, and contains an argument. (7 points)	The thesis statement mostly captures the reader's attention, previews the paper, and contains an argument. (8-9 points)	The thesis statement strongly captures the reader's attention, previews the paper, and contains an argument. (10 points)
2. Each paragraph supports the argument.	The content of the paper does not support and explain the argument. (8+ errors) (<5 points)	The content of the paper does little to support and explain the argument. (6-7 errors) (6 points)	The content of the paper somewhat supports and explains the argument. (4-5 errors) (7 points)	The content of the paper mostly supports and explains the argument. (2-3 errors) (8-9 points)	The content of the paper completely supports and explains the argument. (0-1 errors) (10 points)
3. Plentiful and specific details are used to summarize or describe the subject and evaluate its positive and negative attributes. Information is correct (This column is worth double.)	Details are not specific or plentiful. Background, positives, and negatives are not adequately covered. Details are irrelevant and information is incorrect. (8+ errors) (<11 points)	Details offered are rarely specific and not plentiful. They rarely cover background, positives, and negatives. Few details are relevant. Information is rarely correct. (6-7 errors) (12-13 points)	Details offered are somewhat specific and plentiful. They somewhat cover background, positives, and negatives. Some details are irrelevant. Information is somewhat correct. (4-5 errors) (14-15 points)	Details offered are mostly specific and plentiful. They mostly cover background, positives, and negatives. No details are irrelevant. Information is mostly correct. (2-3 errors) (16-18 points)	Details offered are specific and plentiful. They cover background, positives, and negatives. No details are irrelevant. Information is correct. (0-1 errors) (19-20 points)
4. Demonstrates unity and coherence: transitions are used between paragraphs and between ideas in the same paragraph.	Ideas in paragraphs are disjointed. Paragraphs are not connected logically. (8+ errors) (<5 points)	Ideas in paragraphs are mostly disjointed. Paragraphs are vaguely connected logically. (6-7 errors) (6 points)	Ideas in paragraphs are somewhat well connected. Somewhat effective transitions are used between paragraphs. (4-5 errors) (7 points)	Ideas in paragraphs are mostly well connected. Mostly effective transitions are used between paragraphs. (2-3 errors) (8-9 points)	Ideas in paragraphs are well connected. Effective transitions are used between paragraphs. (0-1 errors) (10 points)

Additional Comments:

Criteria	Unsatisfactory (1)	Marginal (2)	Satisfactory (3)	Good (4)	Excellent (5)
5. Conclusion is correctly drawn from the body of the paper and is not simply repetitive.	Conclusion is not logically related to the thesis statement and the body of the paper (8+ errors) (<5 points)	Conclusion is vaguely logically related to the thesis statement and the body of the paper (6-7 errors) (6 points) ✓	Conclusion somewhat supports/resolves the logic of the thesis statement and the body of the paper. (4-5 errors) (7 points)	Conclusion mostly supports/resolves the logic of the thesis statement and the body of the paper. (2-3 errors) (8-9 points)	Conclusion supports/resolves the logic of the thesis statement and the body of the paper. (0-1 errors) (10 points)
6. Language is concise and clear; word choice is appropriate. Cliches and common comparisons are not used.	Language is vague, and words are used incorrectly. Writer relies on clichés and common comparisons. (8+ errors) (<5 points)	Language is mostly vague, and words are frequently used incorrectly. Writer mostly relies on clichés and common comparisons. (6-7 errors) (6 points) ✓	Language is somewhat specific, and words are somewhat used correctly. Writer somewhat avoids clichés and common comparisons. (4-5 errors) (7 points)	Language is mostly specific, and words are mostly used correctly. Writer mostly avoids clichés and common comparisons. (2-3 errors) (8-9 points)	Language is specific, and words are used correctly. Writer relies on no clichés or common comparisons. (0-1 errors) (10 points)
7. Writing is grammatically correct and free of typos (MUGs*) (This column is worth double) *Mechanics, Usage, and Grammar	Numerous grammatical errors and readability is very difficult; paper has numerous typos. (8+ errors) (<11 points)	Several grammatical errors and readability is somewhat difficult; paper has several typos. (6-7 errors) (12-13 points)	Some grammatical or spelling errors, somewhat interfering with readability; paper has some typos. (4-5 errors) (14-15 points) ✓ 2	Some grammatical or spelling errors but does not interfere with readability; paper is mostly free of typos. (16-18 points)	Minimal grammatical and spelling errors; paper is free of typos. (0-1 errors) (19-20 points)
8. Required formatting is correct.	Formatting has 8+ errors. (<5 points)	Formatting has 6-7 errors. (6 points)	Formatting has 4-5 errors. (7 points)	Formatting has 2-3 errors. (8-9 points) ✓ 2	Formatting has 0-1 errors. (10 points)
Total				NEED COVER PAGE	

Additional Comments:

Grand Total:

64

11/20