

CHAPTER V

CONCLUSION AND SUGGESTION

In this final chapter, I conclude that to make a good product specification one has to think carefully about who are the customers or the target markets, after that one can decide what is the best language and medium to use by adjusting with the target market. A good brochure is a simple brochure, with the right choice of words that most people know and an eye-catching brochure. Moreover, it is important to pay attention about the font size of the words. It is also important to use a slogan to represent the company's product. On top of that, the use of English in product specification through brochure is effective for those from middle to upper class because for most of them English is now a common language.

I also have some suggestion for the Bilique Hotel to make the brochure more interesting. The hotel can try to use a larger font size and a different kind of font for the headlines and the body text.