Stage 1 Business Studies
How to write a comparison

Compare
How are two things the same?
How are they different?
Often the purpose will be to make a selection or recommendation. Your discussion leads towards your choice.

The language of comparison
like, similar to, also, unlike, similarly, in the same way, likewise, again, compared to, in contrast, in like manner, contrasted with, on the contrary, however, although, yet, even though, still, but, nevertheless, conversely, at the same time, regardless, despite, while, on the one hand ... on the other hand.

You need a set of criteria with which to compare. It is a good idea to construct table with the criteria in column 1 and the other columns showing the business. You won’t usually include the table in your written comparison but it helps focus your discussion.

<table>
<thead>
<tr>
<th></th>
<th>Eat Fit Food</th>
<th>Holden</th>
</tr>
</thead>
<tbody>
<tr>
<td>When commenced</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Products/Services</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Example
Eat Fit Food commenced operations in 2002 whilst Holden is a well established business that began in the US in 1908 followed by Australia in 1948.