**Evaluative question answer structure**

Paragraph 1:

State your first point

Quote from the case study something that supports your point

Explain why this supports your point

Give a disadvantage of your point

Paragraph 2:

State your second point (either a counter argument to the first point or a second point

Quote from the case study something that supports your point

Explain why this supports your point

Give a disadvantage of your point

Paragraph 3:

Considering (enter point) is an important issue facing the business

I believe (state most valid point from above 2 paragraphs) is the best option/argument

Explain why you have not chosen your other argument

However, to what extent my decision is valid, depends upon (explain the main problem or issue associated with your chosen option)