

Memo

From: pphillips@bigelow.com
 To: Aileen Rosen
 Cc: Larry Mendes, James Macgregor
 Subject: 2014 sales of Quick Wax in Territory 12

Since it was introduced in January 2014, Quick Wax has been unsuccessful in Territory 12 and has not affected the sales of our Easy Shine. Discussions with customers and my own analysis of Quick Wax suggest three reasons for its failure to compete with our product.

1. Quick Wax has not received the promotion necessary for a new product. Advertising has been sporadic and has not developed a clear, consistent image for the product. In addition, the Quick Wax representative in Territory 12 is new and inexperienced. He is not known to customers, and his sales pitch (which I once overheard) is weak. As far as I can tell, his efforts are not supported by his home office.
2. When Quick Wax does make it to the store shelves, buyers do not choose it over our product. Though priced competitively with Easy Shine, Quick Wax is poorly packaged. The container seems smaller than ours, though in fact it holds the same eight ounces. The lettering on the package (red on blue) is difficult to read, in contrast to the Easy Shine package.
3. Our special purchase offers and my increased efforts to serve existing customers have had the intended effect of keeping customers satisfied with our product and reducing their inclination to stock something new.

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include an overview or summary, which tells the reader what the document is about; a statement of the problem or need, which justifies the report or proposal; a statement of the plan or solution, which responds to the need or problem; and a recommendation or evaluation. See the sample report on the next page and consider the following guidelines as you prepare a report or proposal:

- **Do your research.** To write a successful report or proposal, you must be well informed. Be alert to where you have enough information or where you don't.
- **Focus on the purpose of each section.** Stick to the point of each section, saying only what you need to say, even if you have additional information. Each section should accomplish its purpose and contribute to the whole.
- **Follow an appropriate format.** In many businesses, reports and proposals have specific formatting requirements. If you are unsure about the requirements, ask your supervisor.

4 Sentence Parts and Punctuation

3 Clarity and Style

6 Spelling and Mechanics

5 Punctuation