you will enclose a copy of the company's proposal/invoice. Your business address is 1960 NE Irving Street, Portland, OR | 97209, phone (503) 335-5443 | and fax (503) 335-5001.

8.21 Direct Claim: Botched Valentine's Day Surprise (Obj. 3)

E-mail

Randy Pettit is very disappointed. He planned to surprise his girlfriend Sue at her workplace with beautiful roses and a vase for Valentine's Day. Sue works as an analyst for a major financial services company, and Randy knows that a generous bouquet sent there would impress not only Sue but also her colleagues and superiors. Randy had read favorable reviews on the Internet praising Bouquet International, a Swiss-based flower-delivery service operating worldwide. Because Valentine's Day was to fall on a Saturday, Randy requested that the flowers be sent a day before the big date.

Alas, upon the delivery of the bouquet in its flower-friendly packaging, Sue heard the sound of broken glass and refused the FedEx shipment. The delivery driver actually had advised Sue to return the package and took it back. Randy's surprise was ruined, and he was frustrated and angry with Bouquet International. On top of that, the same package with the identical tracking number was delivered to Sue's workplace again some three days after Valentine's Day. Sue was away, and a colleague signed for the package not knowing the history of the order. Sue later called FedEx to pick up the potentially less-than-fresh flowers.

However, about two weeks later, Randy's credit card statement showed the order number 106928959 and a charge of $73.25 from Bouquet International. Randy has friends and family

on the East Coast and in Europe. He may potentially use Bouquet International's services to send flowers in the future. He decides to e-mail customer service to get his money back.

YOUR TASK. Imagine you are Randy but use your name when writing. Compose a direct claim by e-mail to Bouquet International at *info@bouquetinternational.com* requesting a refund. Include the necessary information and organize it logically in a well-formatted, professional e-mail.

8.22 Direct Claim: The Real Thing (Obj. 3)

Like most consumers, you have probably occasionally been unhappy with service or with products you have used.

YOUR TASK. Select a product or service that has disappointed you. Write a claim letter requesting a refund, replacement, explanation, or whatever seems reasonable. Generally, such letters are addressed to customer-service departments. For claims about food products, be sure to include bar code identification from the