

Project 2: Business Letters

I have chosen the three scenarios below as mock business letters. All three are in email format because I felt each situation would have been sent as an email.

The style of each letter is as follows:

- I. Direct, <100 words
- II. Indirect, <200 words
- III. Indirect, >300 words

I. Securing Convenient Parking for a Guest Speaker

Dear University Parking Services,

We respectfully **request the reservation of a parking space** next to the University Student Center for our Guest Speaker, local marketing professional Barbara Blackstone.

We will need the space reserved **on May 3rd between 3:30-6:00 pm** so that our Guest can attend our chapter meeting from 4:00 to 5:30 pm.

Please let me know if a reservation is possible for the mentioned time and detail any charges associated.

Your assistance in obtaining a parking space will assist in fully welcoming the speaker.

Thank you and have a nice day,

Hew Kneeland
President of Student Marketing Association
University School of Universities
Phone: (555) 555-5555

II. Announcing That Employees Must Now Buy Their Own Smartphones

Dear Hospital Employees,

As you know, one of the benefits of working at Clemson Hospital System is the ability to check your work messages on the go with a mobile device paid for by the company. Currently there are two options for you to choose from: a company provided cell phone, or reimbursement for the use of a personal device as a work phone.

Our goal is to make our phone plan as simple and seamless for you, the busy employee. You should be able to choose what phone you want and be able to have all your messages on a single device.

So, to make our phone plans simpler, and to reduce unnecessary spending we are only going to offer the latter, reimbursement option, for future phone plans.

Going forward, we will only be paying the cost of the personal phone option, so we require employees to purchase their own phone.

If you have any questions about this transition, ways that we can assist you, or concerns about how the switch affects you, please direct them to us, your HR department.

You are appreciated and we thank you for your patience.

Sincerely,

Hew Kneeland
Head of Human Resources
Hospital of South Carolina
Phone: (555) 555-5555

III. Rejecting a Request for a Deadline Extension

Dear Mary,

Good afternoon and Happy Wednesday to you. I am sorry to hear that your children have been sick. I hope they are feeling better and that you stay healthy. That is exciting that they are having a birthday party, I am sure it will be a special time.

I am excited for the launch of the new campaign we have been building for the past three months. It is truly rewarding to see hard work come to fruition. Our Boss is gearing up for her meeting with the Board of Directors just a little over a week from now. She of course is doing everything she can to make the presentation, and the campaign a success.

Plytec Plastics is successful for many reasons, but I believe that part of that success is attributed to the synergistic company culture and dedicated employees. I want to emphasize your value as a part of the company and as my team member. Because of this we are deeply respectful of each team member's time and energy, and trust that each member understands the integral role they play in the success of Plytec Plastics. Therefore, ample time is allocated to complete project deadlines.

For all these reasons I believe we have a duty to finish this campaign by the deadline set three months ago. I appreciate your efforts in other projects, but I ask that you focus on this campaign and complete the graphic design work by this Monday. We do not require such strict deadlines unless we deem it absolutely necessary.

Certainly, we will not leave you rudderless. If there are any measures, I or the rest of our team might take to streamline your workflow we will happily oblige. Rest assured that we want your success and needs met.

I recommend focusing solely on this campaign for the next few days to meet the looming deadline. If a couple later nights and a Saturday is required to meet the deadline it would be wise to leverage extra hours. It may behoove you to remove potential distractions that will dampen your potential.

Please communicate your progress over the next few days as we strive together to put the finishing touches on this campaign.

Again, we appreciate the work you do, and I look forward to seeing the finished designs.

Sincerely,

Hew Kneeland
Team Manager

Plytec Plastics
Phone: (555) 555-5555