Date: April 6, 2025

To:  
Mrs. Linda Gareth,  
Operations Manager,  
Royal Cakes,  
22 Sunshine Avenue,  
Montego Bay, Jamaica.

**RE: Proposal for IT-Based Solutions to Enhance Business Operations**

Dear Mrs. Gareth,

I appreciate the chance to work with Royal Cakes. Strategic technology deployment at Royal Cakesoffers substantial opportunities to optimize operational efficiency and customer satisfaction along with staff productivity according to findings from recent staff and customer engagement. Based on the analysis, we prepared this proposal for you with tailored recommendations. Kindly read through it to find the insights we provide.

**1. Problem Statement**

Our study revealed multiple problems facing Royal Cakes while we visited the establishment.

To begin, managerial tasks along with sales and inventory records remain in physical books and require extensive manual labor as well as leading to erroneous outcomes that impede analysis networks.

Secondly, orders for custom cakes and bulk items written on paper face frequent misplacement which leads to inaccurate execution of deliveries.

Third, platform synchronization problems exist between the business and customers because the bakery operates without a central data collection system for either receiving customer information or handling promotional updates or order status reports.

Finally, we found that the bakery suffers because it does not operate with a proper online presence. This prevents both potential customers from discovering the business and prevents them from placing pre-orders through an online platform.

**2. Proposed Solution**

To address the issues mentioned, Zoom Digital Solutions proposes the following solutions:

A. Microsoft Office Suite:

* Microsoft Excel: For automated inventory tracking and sales reports.
* Microsoft Word: For standardized templates (invoices, order forms, promotional flyers).
* Microsoft Access: To build a simple, searchable customer/order database.
* Microsoft Outlook: For managing customer communications and order confirmations via email.

B. Google Sites Website:

* Create a user-friendly website with the following features:
  + Home page with bakery story and offerings
  + Menu page with prices and pictures
  + Custom order request form linked to bakery’s email
  + Contact form and Google Map integration
  + Testimonials and feedback section

C. Hardware Recommendations:

* 1 All-in-One Desktop Computer (for main counter)
* 1 Tablet (for kitchen order visibility)
* Wireless printer for receipts and order forms

**3. Cost / Benefit Analysis**

We prepared this cost and benefit analysis using standard and assumed market prices. Some prices may be higher or lower but by a thin margin. Please review this cost/benefit analysis and see if it works for you.

|  |  |  |
| --- | --- | --- |
| Item | Estimated Cost | Benefits |
| MS Office 365 Business License | $150 USD/year | Improved record-keeping and internal document standardization |
| Google Site Setup (Free) | $0 | Enhanced online presence and customer convenience |
| Website Design & Customization | $200 USD | Professional site tailored to bakery’s brand |
| All-in-One Desktop PC | $400 USD | Centralized operations and record management |
| Tablet | $150 USD | Real-time access to order system in kitchen |
| Wireless Printer | $120 USD | Efficient printing of receipts, forms, and reports |

Total Estimated Investment: $1,020 USD

Expected Benefits:

* 30% faster order processing
* 50% reduction in inventory errors
* 40% increase in returning customers via consistent follow-up and promotions

**4. Proposed Schedule of Activities**

We proposed that upon your acceptance of the proposal, the execution can be implemented based on the timelines below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Task | Start Date | End Date | Responsible Person | Remarks |
| Site Visit & Requirement Gathering | Apr 8, 2025 | Apr 9, 2025 | Zoom Digital Analyst | Completed on-site |
| MS Office Setup & Training | Apr 10, 2025 | Apr 12, 2025 | Zoom Digital IT Support | Includes template installations |
| Google Site Development | Apr 13, 2025 | Apr 20, 2025 | Zoom Digital Web Developer | Testing included |
| Hardware Procurement & Setup | Apr 15, 2025 | Apr 17, 2025 | Zoom Digital Technician | Includes printer installation |
| Staff Training & Final Handover | Apr 21, 2025 | Apr 22, 2025 | Zoom Digital Trainer | Feedback session included |
| Go Live & Monitoring | Apr 23, 2025 | Apr 30, 2025 | Zoom Digital Support Team | Minor bug fixing if needed |

We are happy to join Royal Cakes in their digital transformation process. Our customized options function to enhance business operations alongside the improvement of both efficiency and profitability for customer service.

Contact us for any needed clarifications. Your formal approval will initiate our task for deployment.

Warm regards,  
Ronald J

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