**B5-T4-P1**

I am writing to inform you that the annual conference will be held in the next Monday. Please attend the conference as the company is going to adjust the recruitment strategy and hopes everyone can make constructive suggestions.

If anyone would like to make a presentation, please send the slides to the meeting host in advance.

**Sample:**

I’d like to inform you that the annual conference will take place on 20th, 12, 2010. It’s very important for your attending because we’ll talk about the plan for recruitment next year during the meeting. If you prepare a presentation, please show it in the type of PPT.

**B5-T4-P2**

Proposal for the New York store

We should keep the New York store open because it located in a very good place with a lot of tourists visiting. Although, the store doesn’t perform well, there were some improvements we can make.

--The cost of running store was high but we can cut down some unnecessary advertising costs and also limit electricity usage to make savings.

--For unhappy staff, we should listen to their voice and communicate with them so that our staff feel valued.

--To boost our sales, we should launch promotions and offer discounts to regular customers.

--As for the poor store image, we should redesign the store to make it more appealing.

In conclusion, we should improve performance of the NY store and keep it running.

**Sample:**

Proposal: “New York store”

After reviewing the activities of our NY store, some measures seem to be necessary to improve the performance of the store and keep it open.

--First of all, we should cut the cost of running the store by optimizing the logistics of the store.

--Additionally, the store manager should be replaced and some team building activities should be conducted because the staff is very unhappy with the present management.

--In order to rise sales again, we should invest on the one hand in some advertising and on the on the other hand in a new store design. This might also improve the poor store image.

All measures should start as soon as possible because otherwise we may have to close this very good located store.

**B5-T3-P1**

**Sample**

Dear all,

As you already know we had some problems with the new computer system. The new server broke down yesterday. Please accept our sincere apologies. We now can change the server and it will be possible to work with the new system from next Tuesday on.

Kind regards.

**B5-T3-P2**

**Sample**

**Report on** sales

**Introduction:**

This report aims to suggest strategies to improve television (TV) sales.

**Findings:**

According to statistics, retail sales of all the regions have fallen over the previous 3 months. But I have confidence that the customers’ needs to our products will increase in next 6 months.

**Conclusion:**

As a result of analysis above, I will give suggestions as follows:

--**Firstly,** we can offer discounts to customers, so that they can buy more products at more reasonable prices.

--**Secondly,** we can launch a new advertising campaign in golden week, inviting some medias, such as local press, national press and magazines, to **evangelize** our products.

--**Thirdly,** as more and more customers want to watch movies at home, we should improve our TV’s audio effect and give them a real cinema feel.

**Recommendation:**

Through those strategies I mentioned above, I believe we can win this sales war.