**Approach Market Research**

**22-E, PECHS Block 7,** [**approachreaserach@gamil.com**](mailto:approachreaserach@gamil.com)**, 021XXXXXXX**

**June 2, 200x**

**Diane Corbett, D.D.S.**

**205 Carlton Place Watertown, 0247B**

**617, 9002005 1 tax**

**Dear Dr. Corbett:**

**Understanding the Views Of your patients is the key to meeting their needs. Approach Market Research is pleased to propose a plan to help you become even more successful by learning what patients expect of your practice, so that you can improve your services.**

**Background and Goals**

**We know that you have been incorporating a total quality management system in your practice. Although you have every reason to believe your patients are pleased with your services, you may want to give them an opportunity to discuss what they like and possibly don't like about your office. You would also like to compare your "preferred" and "standard" patients.**

**Proposed Plan**

**On the basis of Our experience in conducting many local and national customer satisfaction surveys, Approach proposes the following plan:**

**Survey.**

**We Will develop a short but thorough questionnaire probing the data you desire. Although the survey instrument will include both open-ended and closed questions, it will concentrate on the latter. Closed questions enable respondents to answer easily; they also facilitate systematic data analysis. The questionnaire will gauge patients' views of courtesy, professionalism, accuracy of billing, friendliness, and waiting time. After you approve it, the questionnaire Will be sent to a carefully selected sample of 300 patients whom you have separated into groupings Of "preferred" and "standard. "**

**Analysis.**

**Survey data will be analyzed by demographic segments, such as patient type, age, and gender. Using state-of-the art statistical tools, our team Of seasoned experts will study (a) satisfaction levels, (b) the reasons for satisfaction Or dissatisfaction, and (c) the responses Of your "preferred" compared to "standard" patients. Moreover, our team will give you specific suggestions for making patient visits more pleasant.**

**Report.**

**You will receive a final report with the key findings clearly spelled out, Dr. Corbett. Our expert staff Will draw conclusions based on the results. The report will include tables summarizing all responses, divided into preferred and standard clients.**

**Schedule.**

**With your approval, the following schedule has been arranged for your patient satisfaction survey:**

* **Questionnaire development and mailing: August 1—6**
* **Deadline for returning questionnaire: August 24**
* **Data tabulation and processing: August 24-26**
* **Completion of final report: September I**

**Staffing:**

**Approach is a nationally recognized, experienced research consulting firm specializing in survey investigation. I have assigned pour customer satisfaction survey to Dr. Scott Wu, our director of research. Dr. Wu was trained at Boston University and has successfully supervised our research program for the past nine years. Before joining Approach, he was a marketing analyst with T-Mobile.**

**Assisting Dr. Wu Will be a team headed by Karen Ploeger, our Vice president for operations. Ms. Ploeger earned a BS in computer science and an MA degree in marketing from the University Of Karachi. She supervises our computer-aided telephone interviewing (CAT) system and manages our 30-person professional interviewing staff.**

**Budget:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Estimated Hours** | **Rate** | **Total** |
| **Professional and administrative time** |  |  |  |
| **Questionnaire development** | **03** | **150$ / hr** | **450$** |
| **Questionnaire mailing** | **04** | **40$/hr** | **160$** |
| **Data processing and tabulation** | **02** | **40$/hr** | **80$** |
| **Analysis of findings** | **15** | **150$/hr** | **2250$** |
| **Preparation Of final report** | **05** | **150/hr** | **750$** |
| **Mailing costs:**  **300 copies Of questionnaire** |  |  | **120$** |
| **Postage and envelopes** |  |  | **270$** |
| **Total Cost** |  |  | **$4480** |
|  |  |  |  |

**Authorization**

**We are convinced, Dr. Corbett. that our professionally designed and administered patient satisfaction survey will enhance your practice. Approach Market Research can have specific results for you by September I if you sign the enclosed duplicate copy Of this letter and return it to us With a retainer Of $2,300 so that we may begin developing your survey immediately. The rates in this offer are in effect only until October l.**

**Sincerely,**

**Allen Ward, Yresadent**

**The 7th Sky**

**ABC Road,** [**the7thsky@gmail.com**](mailto:the7thsky@gmail.com) **, 0213xxxxxxxx**

**15th March, 2018**

**Mr.Aziz Cheema**

**Owner**

**Ahmed & Sons**

**Dear Sir:**

**PROPOSAL RELTED IT SERVICES**

**Introduction:**

**The 7th Sky provides world-class strategic IT leadership and hyper-efficient IT operational support, enabling our global client-base to grow and transform their businesses.**

**The 7th Sky offers personal attention and value to every client, every time, and our commitment to customer service is unmatched in the industry.**

**Background:**

**The 7th Sky’s comprehensive, tactical information technology services include; core infrastructure management using advanced toolsets supported by our 24×7 Enterprise Operations Centers managed cloud and hosting, security services, end-user service, and support, including 24×7 Help Desk, applications support, business continuity and disaster recovery services along with expert IT consulting.**

**Proposal:**

**Starting with a “Technology Review,” our Professional Services Consulting Team can assess your current IT systems and collaboratively develop a “Technology Roadmap” that provides you with a more efficient, manageable, cost-effective IT infrastructure.**

**Staffing:**

**We have the renowned IT experts with more than 20 years of experience in their domains. Mr. ABC has Uni-Lever Pakistan for 8 years. Mr. Zaid Khan was serving P & G before joining us.**

**Budget:**

**Our services can be hired on the mentioned charges:**

**Complete IT based Services: 2.5 million**

**Complete Analysis of the System: 1 million**

**Authorization:**

**We are confident that we can serve you better. We also appreciate the opportunity to submit this proposal. Please send the cheque of 0.5 million PKR so that we may start your project as soon as possible.**

**Regards**

**Waseem Akram**

**Director**