

LETTER WRITING ASSIGNMENT

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MARKS:

ROLL: 077

In an aggressive expansion effort, Jamba Juice became a good customer of your software company. You have enjoyed the business it brought, and you are also quite fond of its products—especially Banana Berry and Mega Mango smoothies. Jamba Inc. is in the midst of expanding its menu with the goal of becoming the Starbucks of the smoothie. “Just as Starbucks defined the category of coffee, Jamba has the opportunity to define the category of the healthy snack,” said analyst Brian Moore.¹⁶ One goal of Jamba is to boost the frequency of customer visits by offering some products that are more filling. Then it could attract hungry customers as well as thirsty ones. It was experimenting with adding grains such as oatmeal or nuts such as almonds so that a smoothie packs more substance and could substitute for a meal.

You receive a letter from Joe Wong, your business friend and contact at Jamba Juice. He asks you to do him and Jamba Juice a favor. He wants to set up a juice tasting bar in your company cafeteria to test his new experimental drinks. All the drinks would be free, of course, but employees would have to fill out forms to evaluate each recipe. The details could be worked out later.

You definitely support healthy snacks, but you think this idea is terrible. First of all, your company doesn't even have a cafeteria. It has a small lunch room, and employees bring their own food. Secondly, you would be embarrassed to ask your boss to do this favor for Jamba Juice, despite the business it has brought your company.

Business Letter Rubric



	Advanced 4 pts	Proficient 3 pts	Basic 2 pts	Minimal 1 pts
Format: Full Block Style	<p>Advanced</p> <p>Format is correct. Placement, spacing and alignment are correct including your address, date, inside address, salutation, body, closing, and signature.</p>	<p>Proficient</p> <p>One part of the format is incorrect. Placement, spacing and alignment are correct, including your address, date, inside address, salutation, body, closing, and signature.</p>	<p>Basic</p> <p>Two parts of the format are incorrect. Placement, spacing and alignment are correct, including your address, date, inside address, salutation, body, closing, and signature.</p>	<p>Minimal</p> <p>Several parts of the format are incorrect. Placement, spacing and alignment are correct, including your address, date, inside address, salutation, body, closing, and signature.</p>
Heading	<p>Advanced</p> <p>Includes your address, date, inside address. Date in correct format. Addressee uses correct US Postal Format.</p>	<p>Proficient</p> <p>Missing one component of the following: Your address, date, inside address, correct date format, or correct US Postal Format.</p>	<p>Basic</p> <p>Missing two components of the following: Your address, date, inside address, correct date format, or correct US Postal Format.</p>	<p>Minimal</p> <p>Missing three or more components of the following: Your address, date, inside address, correct date format, or correct US Postal Format.</p>
Salutation	<p>Advanced</p> <p>A proper salutation is used. Proper use of title, proper capitalization and use of the name, and the proper use of the colon are all included.</p>	<p>Proficient</p> <p>Missing one component from the following: Proper salutation, proper use of title, proper use of name, proper capitalization of the name, or the proper use of the colon.</p>	<p>Basic</p> <p>Missing two components from the following: Proper salutation, proper use of title, proper use of name, proper capitalization of the name, or the proper use of the colon.</p>	<p>Minimal</p> <p>Missing three or more components from the following: Proper salutation, proper use of title, proper use of name, proper capitalization of the name, or the proper use of the colon.</p>
Body (Content)	<p>Advanced</p> <p>Body includes at least two complete paragraphs. The purpose is clearly stated. There is discussion/justification of main points. Action steps are stated clearly. A clear idea is stated in each paragraph and conveyed to the reader.</p>	<p>Proficient</p> <p>Missing one component from the following: The purpose is clearly stated. There is discussion/justification of main points. Action steps are stated clearly. A clear idea is stated in each paragraph and conveyed to the reader.</p>	<p>Basic</p> <p>Missing two components from the following: The purpose is clearly stated. There is discussion/justification of main points. Action steps are stated clearly. A clear idea is stated in each paragraph and conveyed to the reader.</p>	<p>Minimal</p> <p>Missing three or more components from the following: The purpose is clearly stated. There is discussion/justification of main points. Action steps are stated clearly. A clear idea is stated in each paragraph and conveyed to the reader.</p>
Closing and Signature	<p>Advanced</p> <p>Proper closing and signature are included with proper punctuation.</p>	<p>Proficient</p> <p>Proper closing and signature are included, but no punctuation is used.</p>	<p>Basic</p> <p>Either proper closing or proper signature is correct. (One is incorrect.)</p>	<p>Minimal</p> <p>An attempt was made, but neither the closing nor signature are correct.</p>
Spelling, Punctuation, Grammar	<p>Advanced</p> <p>Spelling, punctuation within the body and heading and grammar are completely correct.</p>	<p>Proficient</p> <p>Spelling, punctuation within the body and heading and grammar are mostly correct (1 error).</p>	<p>Basic</p> <p>Several errors with spelling, punctuation (within the body and heading) and grammar (2 errors).</p>	<p>Minimal</p> <p>Many errors in spelling, punctuation (within the body and heading) and grammar. (Errors >2).</p>

Your Task.

Write a letter that retains good customer relations with Jamba Juice but refuses this request. What reasons can you give, and what alternatives are available? Address your message to Joe Wong, Vice President, Product Development, Jamba Inc., 450 Golden Gate Avenue, San Francisco, 94102.

Use full block format and write about 500 words.

Dear

RINGER SOFTWARE CO.

10 Alvin Street.

San Francisco, 94113

Phone:(118)-11-290 Fax:222 345 178 Web:www.ringersoftware.com

December 23,2020

Mr. Joe Wong

Vice President

Product Development

Jamba Inc

450 Golden Gate Avenue

San Francisco, 94102.

Dear Mr. Wong,

Hope you are doing well. You are one of our valued customers and we went through your proposal but unfortunately due to certain reasons we will not be able to accommodate you with your requests.

- 1) One of the primary reasons for turning down your request is that all the employees are encouraged to bring their lunch from home since there is no canteen or cafeteria. Therefore the probability of them trying out the smoothies is very unlikely as they would already have their food to eat. Also the company recently started its business hence only a small number of people have been employed so far. So even if you are to install the bar you might not be able to gather the responses that you might be expecting for evaluating your recipes.
- 2) I would like to inform you that our office has very limited space and there is not enough space to have a cafeteria. In fact there is a small room where all the employees gather and have lunch. So installing a smoothie bar like yours would only take up a lot of space and leave the employees with little or no space to move around.
- 3) Another problem is that my boss might not agree with this idea since he is very strict and prefers to keep things professional. It is very unlikely that he would grant permission for your company to test out new products at our premises.

Personally, Banana Berry and Mega Mango smoothies are two of my favorite smoothies and I would love to taste your latest editions and review them. However as an employee I apologise that I won't be able to provide much help. Fortunately for you I know an IT firm by the name "Omni Software Technologies" which might be able to accommodate your request. A friend of mine works there and it is a well established company with their own cafeteria which is very spacious, so installing a smoothie bar

won't be an issue but you will have to seek permission from the management. I can give you the official email address of the firm and will put in a special word for you as you are our valued customer.

Also there is a mall 'Westfield Metreon' near our office where I have seen companies conduct different activities and events to advertise their products and some of them were also quite a success. You can also contact the mall's management and make an appointment and discuss further details with them.

IT Company Email Address:

omnisofttechnologies.123@gmail.com

I appreciate your contacting our company. We value your business and look forward to serving you. Please write to us anytime if you need help with another request in the future.

Sincerely,

A handwritten signature in cursive script that reads "Nimrah Altaf".

Nimrah Altaf, Project Manager
IT Department

