

Memo

To: Dr. Greg Wickliff

CC:

From: Tristin Jarvis

Re: Planning Memo for Business Card/Letterhead

Dr. Wickliff,

Below you will find the planning memo for my business card/letterhead.

Audience

My primary audience consists of Japanese ESL students who seek to enhance their confidence and proficiency in English. These individuals are motivated to improve their language skills for personal, academic, or professional growth.

Distribution

Face to face, mail, and email

Cost

1 set (50 cards) cost \$10

Context/Situation

The cards will allow me to promote myself to the target audience. The business card will allow for distribution and advertising.

Style

- Logo - Custom logo (A-Go)
- Fonts - (TBD)
- Colors - (TBD)
- Stock - The stock will be 14 to 16 pt in thickness with a matte or glossy finish