**Technical and Business Writing**



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***Sec BSCS (5A)***

***Assignment # 5***

**Read the following email draft, then (a) analyze the strengths and weaknesses**

**of each sentence and (b) revise the document so that it follows this chapter’s**

**guidelines. The message was written by the marketing manager of an online**

**retailer of baby-related products in the hope of becoming a retail outlet for**

**Inglesina strollers and high chairs. As a manufacturer of stylish, top-quality**

**products, Inglesina (based in Italy) is extremely selective about the retail**

**outlets through which it allows its products to be sold.**

Our e-tailing site, www.BestBabyGear.com, specializes in only the very best

products for parents of newborns, infants, and toddlers. We constantly scour the

world looking for products that are good enough and well-built enough and classy

enough—good enough to take their place alongside the hundreds of other carefully

selected products that adorn the pages of our award-winning website,

www.bestbabygear.com. We aim for the fences every time we select a product to

join this portfolio; we don’t want to waste our time with onesey-twosey products

that might sell a half dozen units per annum—no, we want every product to be a

topdrawer success, selling at least one hundred units per specific model per year in

order to justify our expense and hassle factor in adding it to the above mentioned

portfolio. After careful consideration, we thusly concluded that your Inglesina lines

meet our needs and would therefore like to add it.

**(a) Analysis of the original email draft:**

**1. Strengths:**

- The email introduces the sender's company and its specialization in baby-related products.

- It emphasizes the high standards and selectiveness of the company's product portfolio.

- It expresses an interest in the Inglesina products.

**2. Weaknesses:**

- The email is overly verbose and uses long-winded sentences, making it difficult to read and comprehend.

- There is unnecessary repetition of the website URL.

- The tone is somewhat informal and verbose, which may not be appropriate for a business email.

- The email lacks clarity in expressing the exact interest in becoming a retail outlet for Inglesina.

- The closing sentence could be more professional and concise.

**(b) Revised email:**

Subject: Inquiry about Retailing Inglesina Products on BestBabyGear.com

Dear Ms.Smith,

I hope this email finds you well. I am writing to express our strong interest in offering Inglesina strollers and high chairs on our online retail platform, www.BestBabyGear.com.

BestBabyGear.com is dedicated to providing parents of newborns, infants, and toddlers with the highest quality and most stylish baby products available. We take great pride in our meticulous selection process, ensuring that every product featured on our award-winning website meets the highest standards of quality and design.

After careful consideration, we believe that the Inglesina product lines align perfectly with our mission and the expectations of our discerning customers. We are confident that Inglesina's reputation for stylish, top-quality products will resonate with our customer base.

We would appreciate the opportunity to discuss a potential partnership and explore the possibility of adding Inglesina products to our portfolio. Please let us know if you would be available for a brief call or meeting to further discuss this proposal at your earliest convenience.

Thank you for considering our inquiry, and we look forward to the possibility of working together to bring Inglesina's exceptional products to a wider audience through BestBabyGear.com.

Warm regards,

Muhammad Rafay

Marketing Manager

www.BestBabyGear.com