**Technical and Business Writing**



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***20P-0018***

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

***Assignment # 9***

**Original Message :**

From: M. Juhasz, Travel & Meeting Services

To: abc@mail.com

Subject: Travel

Dear Traveling Executives:

We need you to start using some of the budget suggestions we are going to issue as a separate memorandum. These include using videoconference equipment and

web conferencing instead of traveling to meetings, staying in cheaper hotels, arranging flights for cheaper times, and flying from less-convenient but also

less-expensive suburban airports.

The company needs to cut travel expenses by fifty percent, just as we’ve cut costs in all departments of Black & Decker. This means you’ll no longer be able to stay

in fancy hotels and make last-minute, costly changes to your travel plans.

You’ll also be expected to avoid hotel surcharges for phone calls and Internet access. If the hotel you want to stay in doesn’t offer free wireless, go somewhere else.

And never, NEVER return a rental car with an empty tank! That causes the rental agency to charge us a premium price for the gas they sell when they fill it up upon

your return.

You’ll be expected to make these changes in your travel habits immediately.

Sincerely,

1. Juhasz Travel & Meeting Services

**Analysis of the Original Message:**

**Strengths:**

**1.** Clear Purpose: The message communicates a clear directive to cut travel expenses by 50%, and it outlines some specific cost-saving measures.

**2.** Direct Language: The message uses direct language to convey expectations and changes in travel habits.

**Weaknesses:**

**1.** **Lack of Positivity:** The message is very straightforward and doesn't provide any positive reinforcement or acknowledgment of the recipients' efforts.

**2. Lengthy and Dense:** The message is quite long and contains a list of instructions, which might overwhelm the recipients.

**3. Formal Tone:** The tone of the message is somewhat formal, which may make it less engaging.

**4. Repetition**: The use of "less-expensive" and "cheaper" is somewhat repetitive and could be simplified.

**5. Lack of Details:** The message could benefit from more specific information, such as a timeline for implementing the changes.

**Revised Message:**

From: M. Juhasz, Travel & Meeting Services

To: [mailing list]

Subject: Important Travel Updates

Dear Traveling Executives,

I hope this message finds you well. We recognize the importance of optimizing our travel expenses at Black & Decker, and I wanted to share some changes aimed at achieving this goal.

Our objective is to reduce travel expenses by 50%, aligning with our company-wide cost-saving efforts. To do this, we encourage you to consider the following measures, effective immediately:

**1.** Embrace Technology: Whenever feasible, utilize videoconference and web conferencing tools in place of in-person meetings.

**2.** Smart Travel Choices: Opt for more budget-friendly hotel options, arrange flights during cost-effective times, and explore flights from suburban airports.

**3.** Mindful Hotel Stays: Be prudent with hotel expenses by avoiding surcharges for phone calls and Internet access. If a hotel does not offer free wireless, consider alternative options.

**4.** Responsible Car Rentals: Never return a rental car with an empty tank to prevent premium charges for refueling.

We appreciate your commitment to these changes, which will help us streamline our expenses while still achieving our business objectives.

If you have any questions or need further assistance with these adjustments, please feel free to reach out to our team at Travel & Meeting Services.

Thank you for your cooperation in helping Black & Decker succeed in these challenging times.

Warm regards,

M. Juhasz

Travel & Meeting Services