------------------------------Customer sent us a business enquiry---------------------

**From:** Geoffery Ang  
**Sent:** Wednesday, October 28, 2015 3:35 PM  
**To:** TMA Solutions Sales <[sales@tma.com.vn](mailto:sales@tma.com.vn)>  
**Subject:** Business Enquiry from Geoffery Ang

 Business Enquiry

|  |  |
| --- | --- |
| **Name:** | Geoffery Ang |
| **Enquiry:** | We are looking for long term partnership to help our company to develop software applications for the use of our business teams. Applications ranging from CRM, to Vendor Mgmt systems, to Legal contract mgmt system and so forth. |

---------------------------TMA replied to customer------------------------------------

**From:** Dang Nguyen [<mailto:nhadang@tma.com.vn>]   
**Sent:** Wednesday, October 28, 2015 4:32 PM  
**To:** 'Geoffery Ang’  
**Cc:** 'TMA Solutions Sales' <[sales@tma.com.vn](mailto:sales@tma.com.vn)>  
**Subject:** TMA Solutions

Dear Geoffery,

Thank you for your interest in TMA.

We have strong experience in software development for hospitality industry. We also have been providing software solutions for a Malaysian company in this field for many years. So, we hope that TMA can become your long term partnership in software solutions.

Can we arrange phone call at your convenience time to discuss the details?

I look forward to hearing from you.

Thanks and Regards,

**Dang Nguyen**

---------------------------After the call, Customer sent us a RFP---------------------

Hi Dang,

Thanks for the call.

As discussed, we are looking to outsource our software development to a dedicated software company. Basically, if we need any software, we’ll come to you and have your team develop it for us. The requirement will come from us, and your team will design and put together the solution for us. Also, we will own the software code after it was delivered. However, we want to have the authority to say whether we want to sign in maintenance contract with your company once the software is delivered after the warranty period is over.

I would like to understand following areas in TMA.

1. What is your charging model for the different model you mentioned; Project Based, Offshore Development Center? Is it per man day, per hour?
2. What is your team structure?
3. What is the different roles you have in your team? E.g. web designer, .Net developer, etc.
4. How big is your team? Number of employee breakdown. E.g. developer, web designer, UX?
5. What is your capabilities and strength?
6. Any software version control and governance?
7. What’s your company contribution to Research and Development?
8. What is your company success story? Who are your clients? Any reference in terms of software project?
9. What is your coding standards?
10. *----- You can add to this list if you have certain things you want to point out….*

I would like to have your proposal on what model my company should go with as we seek a long term partnership to engage TMA as our software solution provider.

Don’t hesitate to let me know if you have any questions.

Thanks,

Best Regards,

**Geoffery Ang**

**Vice President**

IT Development

Information Technology

---------------------------This is the homework for trainees---------------------

1. Make a Proposal Action Plan based on the template provided
2. Propose your responses/answers for the above customer’s questions in MS Words as the template provided. You can refer to TMA website and the information provided for your answers.