

UKS31626 & UKS31627_MEMO & EMAIL

by Abc Xyz

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COMMUNICATION FOR PROFESSIONALS

2
Table of Contents

Task 1	3
Task 2	5

Task 1

3

Invitation to Christmas Party

Date: 20th December 2022

To: All the Employees

From: Unilever Pvt Ltd.

Subject: *Invitation to Gala Christmas Party for all the Employees*

We are glad to inform you that this year our company management has planned to throw a Gala Christmas Party on 25th December evening, starting from 7 PM onwards at our office's banquet hall.

All employees are cordially invited to attend the party, as Management has arranged an exclusive party with music and foods & beverages for the employees. The best part is, it's all free for our beloved and dedicated employees and you do not have to pay a single charge for that.

Not only food, but the company has also arranged a dedicated DJ just to make the party more engaging and interesting. It will be an amazing opportunity to spend time with your friends in the office.

The dress code of the party is semi-formal attire. This means that it cheers you up to dress up in jubilant Stuff. Our beautiful female employees may wear anything which can be a semi-formal dress, with any festive colour, most preferably in Red attire. And our handsome Male employees may wear anything in semi-formal attire preferably in a Black & white combination.

The most amazing time of the year is coming. We are very much excited about our party. We know that many of you are busy planning for Christmas, and we are very busy with our day-to-day life that we can't manage time for ourselves. So our company throws this party for all employees to overcome their possible monotonous life.

The party is loaded with fun, food items, music, and entertainment. We work hard throughout the year and wish to celebrate the holiday season. We planned to serve a wide spread of foods from beverages to lip-smacking desserts, we know all our employees are going to love that arrangement and the food that we are planning to arrange.

There will be multiple ways we can celebrate this party, we are planning to arrange for a group dance with the music or a couple of dance performances or even we can have more fun by participating in

Musical chair games. We are going to have a beautifully decorated Dance floor to perform the above-mentioned activities.

We are planning to decorate the whole party area with balloons, which can be a great way to add some colours to cheer up the party mood. There will also be some more decorations with attractive lighting and decorative items with a huge Christmas tree that we are planning to install and guess what, you can be a part of that decorations process with all your valuable suggestions and add-on. For that, you can nominate yourself within the next two days and request you all connect with our Human Resources team.

My request to all of you is to attend this party.

Thanking you,

Johnny D'souza

Marketing Manager

Johnny.D@unilever.in

Task 2

Date: 22nd April 2023

To: Reckitt Benckiser

From: Unilever Pvt Ltd.

Subject: *To let you know about our wide range of products*

Respected sir,

I hope this mail finds you well. As you all know, Unilever is a big brand with many opportunities, like Lifebuoy, dove, sun silk and more. So it has many opportunities. There is an opportunity if your company ties up with our brand, it will definitely be profitable in future. When it comes to customers daily useful products specially to mention Unilever created an esteemed name in the market, and this will help your company to grow more.

Our company has a Strong brand reputation and is the most important thing in the strong financial performance and revenue growth, 2.01% increase from 2021. Huge revenue in lifebuoy products is ensured all over the world and it is famous globally too. Produce and marketing for continuous innovation could provide strength for the Lifebuoy company. Supply chain management and distribution networks supply these two powerful strengths for our company.

Since the global market is emerging and growing continuously people tend to spend more

Nowadays lifestyle products and fast-moving consumer goods markets are booming.

Our company has lots of opportunities to grow emerging markets by introducing more attractive products. If the company buy or sell other products like soup and perfume then it will be more profitable.

Online channels can help to increase product consumption. In addition, the application of social media would help to develop the marketing process in favour of the said company regarding the launching of new products and product quality assessment. In this perspective, we want to launch more products like perfume. So we want to tie up with you to request you to sell our products and that will make your company more profitable.

We all know about your company's amazing global business, obligation, mutuality, potentiality and independence. Through Your Company, it sells star market sales vanish detergent, Dettol, and air wick. We are also the biggest brand company. If we are in partnership to gain access to each other's resources. Companies from different ventures gain advantages for product services. If we are companies joint ventures to share risks and costs associated with new ventures or projects. Companies may enter to supply the joint other relationship. If we are tied up with each other companies to achieve their market objectives, whether it be expanding their market reach, or improving their competitive position.

REGARDS,
Unilever Global

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