1105 South Shore Avenue, Cape May, NJ 08204 (609) 555-7705 ♦ manubay.cengage.com

Manu Bay Surf Gear



April 10, 2018

Mr. Dennis Lindley

Lindley & Associates

153 N. Point Road

Cape May, NJ 08204

Dear Mr. Lindley:

I am looking forward to our upcoming meeting to discuss redesigning my website and creating other marketing materials for my business, Manu Bay Surf Gear. My stores offer the following lines of products:

|  |  |
| --- | --- |
| Manu Bay Surf Gear Product Lines | |
| **Product Line** | **Description** |
| Equipment | Surfboards, skateboards, and other boards |
| Accessories | Fins, leashes, wax |
| Clothing | Wet suits, casual street wear |
| Travel | Racks and Bags |

I want to expand the website to make it easier to find products and to include a photo and video gallery showing customers using Manu Bay Surf Gear products. I realize these are ambitious goals, so I would like to upgrade the website in the following phases:

|  |  |
| --- | --- |
| Phase | Milestone |
| Phase 1 | Reorganize webpages |
| Phase 2 | Add photo and video galleries |
| Phase 3 | Improve online ordering |

I am opening a new store in the area in six months, and it would be ideal to have at least Phase 1 completed by the grand opening. We can discuss this information in detail during our meeting next Tuesday at 1:00 pm.

Sincerely,

Brett Thomason

