**Audience**

1. What information does the reader need from this document? How is the reader going to react to this message?

All the information reader need is, the company is providing a twenty-dollar discount coupon on the next purchase. In addition, product is not under warranty as it was bought nearly three years ago. Also, reader needs to make sure that the unit is installed according to the instructions.

As the email is badly written, reader may not get all the information which he/she needs. Secondly, reader may get more annoyed as purpose, tone, and clarity of the message is not proper.

2) What is the purpose of this document? Does this letter create a record? How could this record be used in the future?

The prime purpose of this document is, the company is providing compensation in the form of a discount coupon as they cannot provide any other facilities because the item is out of warranty.

This letter does create a record by storing some crucial information. For ex:- Company has provided a twenty-dollar discount coupon to the customer and according to them (even though the information is not conveyed properly), they have satisfactorily answered the customer’s complaint.

Company can use this record as a proof of providing customer service even though the item is not in warranty. In addition, customer can use this email to get a twenty-dollar discount on their very next purchase.

3) Does the message use an appropriate tone? Is it diplomatic, cooperative, objective, and positive?

According to my perception, the message tone is quite appropriate.

The tone used is diplomatic as the email doesn’t intend to offend or hurt the reader. For ex: - We regret that the heating unit we sold you malfunctioned. Also, the tone is cooperative as they want to help and doesn’t want to give a rude reply to the customer even if the item is out of warranty. For ex- We are enclosing a Fin & Feather discount coupon good, for twenty dollars toward the purchase of a replacement unit or another product of your choice.

The tone is not objective as the email includes all the information (more than needed, not conveyed properly though). Also, they are apologizing for the malfunctioning and wants to help the customer. For ex: - We regret that the heating unit we sold you malfunctioned. They do present how they feel regarding the situation.

But the tone is not positive because at some stage, they were too direct which can be a rude way according to many customers. For ex: - Unfortunately, your unit was purchased more than three years ago. We really need to be strict about our warranty police!.

4) Is the message focused on the reader's needs instead of the writer's? Does it express the writer's voice?

The message mainly focuses on writer’s need as it includes unnecessary information. For ex: -

We have had a busy holiday season hear at our fine establishment, which sells a delightful assortment of equipment. and nutritional items for animal compnons. Several other customers has reported the same issue since we began selling this unit ten years ago… If we weren't, some customers would take advantage of it forever and who knows what kinds of claims we would have to pay out!

The writer failed to convey the information to the reader so, I think writer was not able to express his/her voice.

5) Is the message clear? Are there language errors? In what places will the reader need to spend time to "translate" the message?

The message was not clear and contained many language errors. The places where reader can spend more time to translate are :-

1. … because our storewide warranty is no longer in affect we will not at this prsent moment based on your description of events accept any responsible for your loss
2. We are sure you understand?
3. We really need to be strict about our warranty police! If we weren't, some customers would take advantage of it forever and who knows what kinds of claims we would have to pay out!

The message was not clear and there were so many language errors. Consequently, making it harder for reader to understand the prime point behind this email.

6) Is the letter concise? Where is it too wordy? Where is more detail needed?

The letter was too wordy as it included unnecessary details which were not needed. Also, it did not include details where needed. For ex: -

1. We have had a busy holiday season hear at our fine establishment, which sells a delightful assortment of equipment. and nutritional items for animal compnons.
2. Several other customers has reported the same issue since we began selling this unit ten years ago…
3. We really need to be strict about our warranty police!
4. If we weren't, some customers would take advantage of it forever and who knows what kinds of claims we would have to pay out!

And places where more details were needed are: -

1. … because our storewide warranty is no longer in affect we will not at this prsent moment based on your description of events accept any responsible for your loss.
2. Unfortunately, your unit was purchased more than three years ago.
3. We are enclosing a Fin & Feather discount coupon good, for twenty dollars toward the purchase of a replacement unit or another product of you're choice.

7) Does the letter do what it needs to do as quickly as possible?

I think the letter doesn’t do what it needs to as it includes unnecessary details.

For ex: - We have had a busy holiday season hear at our fine establishment, which sells a delightful assortment of equipment. and nutritional items for animal compnons

I think the writer should get straight to the point rather than including unnecessary information (above mentioned).

8) Is the message ethical? Does it create liability?

Yes the message was ethical as they worked according to their rules and standard. Yes, it did create liability.

Fin & Feather Pet Supplies

133 Court Street, Vancouver, BC V5P 2X4

January 17, 2018

Mr. Robert Ryan

352 Stegman Street

Vancouver, BC V7X 1S2

Dear Mr. Ryan,

We are extremely sorry for the difficulties you have faced due to the malfunctioning of the heating unit. We are providing you a twenty-dollar Fin & Feather discount coupon on your next purchase. As you have bought your product nearly three years ago, store wide warranty is not available, and we cannot provide any other facilities. Although, we do believe that you have installed your unit according to our instructions. We look forward to serving you again in the future.

Sincerely,

Sandra Kouvel

Store Manager