To: Marketing

From: Kelly Services

Date: June 1, 2014

Subject: Creating a Partnership with Intel

Marketing Team,

We have a new assignment for you. We want to step forward with Intel. Through its innovations and forward-thinking, Intel has pioneered the rapidly growing tech industry. This has earned Intel a well-respected and trusted reputation when it comes to the manufacture of computing and communications products. The ‘Services’ in Kelly Services Inc. is what can help differentiate Intel from the rest of its competitors. Manufacturing reliable hardware is of course the basis of any successful tech company; excelling at providing high quality support and service in addition to the great products that have propelled them up the Fortune 500 ladder. We will be able to add to its 105,000 current employees (Intel Corporation SWOT Analysis, 2014) and help them achieve their climb up this ladder. We believe that Intel would strongly consider partnering with Kelly Services.

Intel is already the largest and highest valued semiconductor chip maker in the world. Through a partnership with Kelly Services, Intel could further increase their value and set themselves as the clear frontrunner in micro-processing technologies. We are a provider of world-class staffing solutions, and just last year we provided employment to over 540,000 employees and had revenues exceeding $5.4 billion. If we can partner with Intel we can raise our revenue by staffing provided through temporary, temporary-to-hire, and direct-hire basis. On top of standard staffing we can also provide outsourcing and consulting services to continue exploring avenues for access to virtual employees (Kelly Services, 2014). Kelly Services is also one of the first staffing companies to enact a diversity program (Kelly Services, 2013), which we can boaster with recent news of Intel’s plans to collaborate with Chinese company Shenzhen in the near future (Intel 2014).

Communications has always been an integral part of any successful business. In our world today, and specifically in the world of business, computing has emerged as the go-to method to conduct these communications. The fact that Intel excels in providing products and services that cater to both of these platforms puts the company in a prime position to capitalize on the dependence our tech-centered world now possess for “instant” solutions to all aspects of business. With this we can capitalize on our ability to provide “instant” employees that can step right in and move the bar further.

Our company can provide Intel with the most qualified individuals for the positions needed to be filled. In this day and age we can sell our services to Intel and take away grueling and time consuming process of finding qualified applicants. We can show them our pride and determination on providing professional employees for their wide array of jobs. Please sell the facts and history that when provided with a position to fill, Kelly Services arduously goes over each and every resume of the applicants in order to find the right person for the position. Intel is at the cutting edge of providing advanced tech solutions to its customers. Luckily, we here at Kelly can be doing the same to provide innovative ways to fulfill their staffing needs.

Over the past few years the presence of virtual employees in the workplace has been consistently rising. We will show Intel that we have adapted to this increased need for virtual employees, by highlighting our recently formed partnership with oDesk. Since they are a global online workplace provider, we can now offer Intel access to virtual employees (Welch, S., 2013). The benefits we can show Intel of turning toward virtual employees include the ability to reduce office space and real estate expenses, provide greater flexibility for workers, create a greener work environment, as well as position employees at the forefront of customer and business partner interaction. In order to enter the virtual workplace, we can provide Intel the people with the correct technology and skillset. Virtual employees we provide will be self-starters requiring little or no direct supervision (Aon One, 2011).

We can sell them the idea that screening and interviewing all applicants up front is crucial. This is where we can show Intel that Kelly Services will be the most beneficial. We will do all the work in order to find the best candidates for employment. All prospective hires are interviewed by our Staffing Agents. All resume qualifications are validated through our tests verifying the applicant’s abilities. With our history we can prove that when you direct hire through our agency, you are guaranteed quality employees.

With us founding the temporary staffing industry in 1946 (Kelly Services, 2014) and Intel beginning work in 1968, our combined century of experience would be extremely formidable. With our companies’ combined efforts we will be able to offer support in world class fashion, with employees available to every area of attention that Intel would require. Kelly Services is committed to offering and building a strong, tight-knit community of employees. Another aspect that Intel will respect is that we know that as a successful corporation it is essential to have good relationships in the workplace. Our values are reflected through the employees that we staff and we personally maintain responsibility for all of these employees, as doing so defines and shapes who we are as a company, and highlights the services we are committed to providing.

Intel has been named in the top 100 of the best companies to work for by Fortune.com many years in a row (Fortune, 2014). Just imagine the level of cohesion, service, and commitment we can achieve by jointly working together to bolster what Intel is able to provide to both its customers and employees. Perhaps one of the most overlooked, but most valuable traits of a truly successful and respected company is the goodwill that is received when that company has a respect and loyalty on the behalf of its employees. Happy employees have a significant impact in the success or failure of a company. Through partnership of Intel and Kelly Services, we can ensure that Intel continues to be the epitome of what makes a great company.

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