

## **BUSINESS LETTER:**

**John Doe**

123 Main Street  
Springfield, IL 62704  
johndoe@email.com  
(555) 123-4567  
May 2, 2025

### **Customer Service Department**

ABC Electronics Inc.  
456 Corporate Avenue  
Chicago, IL 60601

Subject: Complaint Regarding Defective Product – SmartHome Thermostat Model X100

Dear Sir/Madam,

I am writing to formally express my dissatisfaction with a recent purchase I made from your company. On April 10, 2025, I purchased a SmartHome Thermostat Model X100 from your online store. Unfortunately, the product has not met the expected standards of quality and performance.

Within just one week of installation, the thermostat began malfunctioning—frequently disconnecting from Wi-Fi and failing to regulate temperature properly. Despite following all troubleshooting steps outlined in the user manual, the device remains unreliable and unusable.

I have attached a copy of my purchase receipt and photos showing error messages from the device interface. I respectfully request a full replacement unit or, alternatively, a refund of the purchase price.

I trust your company values customer satisfaction and will take appropriate steps to resolve this matter promptly. If I do not receive a response within 10 business days, I may pursue the matter through consumer protection authorities.

Thank you for your attention to this issue. I look forward to a swift resolution.

Sincerely,

**John Doe**

## NEGOTIATION E-MAIL:

**Subject:** Proposal for Revised Pricing Terms

Dear Mr. John Taylor,

I hope you're doing well.

Following our recent discussions, I wanted to revisit the current pricing terms for the SmartHome Thermostat Model X100. As we move forward with our planned order, our objective is to find a pricing structure that works well for both sides, especially considering our projected volume and long-term collaboration.

Currently, the unit price of \$210 poses some budget constraints on our end. We would like to propose a revised unit price of \$185, which aligns more closely with our cost targets. We believe this adjustment is reasonable, especially given our commitment to ordering 500 units for the upcoming quarter.

That said, we understand the importance of mutual value, and we're open to discussing alternative terms that might make this adjustment feasible — such as adjusting payment terms, delivery timelines, or bundling services.

Please let us know your thoughts or any alternative proposal you may have. I'm confident we can find a solution that benefits both parties, and I'd be happy to set up a quick call to discuss this further if needed.

Looking forward to your response.

Best regards,

**Sarah Williams**

Purchasing Manager

HomeTech Solutions Inc.

sarah.williams@hometech.com | (555) 987-6543

## BUSINESS REPORT:

**Title:** *Customer Retention Analysis for ABC Pvt. Ltd.*

**Prepared by:** John

**Date:** May 2025

**Organization:** ABC Pvt. Ltd.

### Executive Summary

This report analyzes the decline in customer retention over the past two quarters. Key findings show a lack of incentive programs and stronger competitor offers. Based on the data, it is recommended that ABC Pvt. Ltd. implement a customer loyalty program and improve digital engagement strategies to enhance retention.

### Introduction

Customer loyalty is a key driver of long-term profitability. ABC Pvt. Ltd. has experienced a noticeable drop in repeat customers. This report investigates the possible causes and suggests strategies to resolve this issue.

### Main Body

- **Customer Feedback:** 45% of surveyed customers mentioned better deals from competitors.
- **Competitor Analysis:** Major rivals introduced loyalty schemes, influencing customer switching behavior.
- **Sales Data:** Repeat purchase rates dropped by 20% over the last six months.
- **Marketing Analysis:** Lack of personalized campaigns in current email strategies.

### Recommendations

- Launch a tier-based loyalty program by Q3 2025.
- Create segmented email campaigns based on customer behavior.
- Offer limited-time incentives for repeat purchases.

### Conclusion

The drop in customer retention is linked to competitor incentives and insufficient customer engagement. A loyalty program and improved marketing tactics are crucial to regaining loyalty.

## **MINUTES OF A BUSINESS MEETING:**

**Meeting Title:** Marketing Strategy Planning – Q2 2025

**Date:** April 28, 2025

**Time:** 10:00 AM – 11:30 AM

**Venue:** Conference Room B

**Chairperson:** Mr. R. Srinivasan

**Participants:** Anita Raj, Deepak Menon, Kavya Suresh, and Joseph Mathew

### **Agenda:**

1. Review of Q1 marketing performance
2. Plans for Q2 promotional campaigns
3. Discussion on customer retention strategies

### **Minutes:**

- Anita presented Q1 report showing a 15% drop in engagement.
- Deepak suggested using influencer marketing for product launches.
- Kavya proposed revamping the newsletter design.
- Joseph emphasized the need for a customer loyalty program.

### **Decisions Taken:**

- Introduce customer referral program by mid-May.
- Begin trial of influencer-led campaign in June.
- Finalize revised newsletter template by May 10.

**Next Meeting:** May 20, 2025

**Minutes prepared by:** John

**Date:** April 28, 2025

## **BUSINESS PROPOSAL:**

**Title:** Proposal to Implement a Customer Loyalty Program

**Prepared for:** Management Team, ABC Pvt. Ltd.

**Prepared by:** John

**Date:** May 2, 2025

### **Introduction**

This proposal outlines the benefits and execution plan for launching a customer loyalty program to increase retention and drive repeat purchases.

### **Background**

With rising competition, our customer retention has suffered. Implementing a loyalty program can create incentives for repeat business.

### **Proposed Plan**

- **Program Type:** Points-based system
- **Platform:** Integrated via existing mobile app
- **Launch Timeline:** July 2025
- **Estimated Budget:** ₹2,00,000 for setup and initial rewards

### **Benefits**

- Improved customer retention by up to 25%
- Better data collection on purchase behavior
- Stronger brand loyalty and word-of-mouth referrals

### **Conclusion**

A loyalty program is a strategic step to enhance customer satisfaction and business sustainability. Approval is requested to initiate development.