

JHAL Trader Company LLC

Memorandum

Date: July 29, 2020
To: Garrett Schrute, Vice President
From: Dongjune Kim, Sales Associate
Subject: Dental Novelties Proposal

This proposal explains the various options of the dental novelties that JHAL provides to Dr. Smiles. The proposal compares the Novelties offered by JHAL to children's preferences.

Introduction

As Dr. Smiles' new clinic will be opened soon in Appletown, Wisconsin, many patients are expected to visit. If JHAL's contract with Dr. Smiles is successful, we look forward to providing them with contentable dental novelties, showing steady sales performance over the years to come. Moreover, Dr. Smiles will act as a word-of-mouth, giving positive influence on many people, including patients. Since JHAL has been operating in Wisconsin for 40 years, with excellent delivery services, quality customization and reasonable prices, it will be a wise choice for Dr. Smiles. Through the survey results and sample products, Dr. Smiles will be able to decide which Novelties will be reasonable for patients.

Explanation

With a 40-year history, JHAL has advantages in having suppliers overseas, a systematic distribution network and a positive word-of-mouth. In addition, we are trying to identify what kinds of toys patients want and sell toys that are as attractive as possible. The graph below is Survey Data which examines what dental novelties parents want to give to their children.

Parents' Reaction to Children's Choice About What They Want as a Gift After a Dental Check-up or Procedure.

Summer 2020

$N = 364$ parents

	Agree	Undecided	Disagree
A goodie bag of appropriate dental hygiene items	67.9%	9.6%	22.5%
A small plush toy	51.1	25.3	23.6
A small puzzle or game	32.7	39.0	28.3
A coupon to a local ice cream shop	18.7	39.8	41.5

Except for local ice cream shop coupons, JHAL can supply all the items on the list of novelties in the survey conducted for Dr. Smiles. The dental novelties offered by JHAL during children's dental visits not only satisfy children but also their parents.

Proposal

JHAL can also provide several other novelties besides the ones listed above. Through the customization service, JHAL identifies the items patients and their parents want the most.

A contract with Dr. Smiles requires cooperation with three departments of JHAL. Order delivery will be processed on the 15th of every month in sales department. The consumer will have the opportunity to change the details at the beginning of each month, two weeks before the order is processed. Shipping department will deliver the items to the clinic within a week of receiving the order. Customer services liaison will be in charge of processing complaints and will be concerned with follow-up measures to improve customer service. Quality control measures and other service offerings will be carried out every two weeks before the item is shipped, helping to boost consumer satisfaction.

Budget

The prices of the top three items favored by parents are as follows.

Dental take-home bags	\$0.14 - \$0.22 each
Small plush toy	\$0.69 - \$0.87 each
Novelty toys	\$0.29 - \$0.49 each

Except for small plus toys, the rest of the novelties are priced under \$0.50, which are reasonable. However, personalizing Dr. Smiles Clinic's logo, address, etc. costs an additional 18 percent of the cost of novelties. JHAL intends to provide volume discount when a certain amount of delivery is made to reduce the customizing cost. Furthermore, JHAL could offer a discount on imprinting cost on the first order. We are also offering five other novelties in addition to the following three products. Samples of JHAL products can be sent at any time to help Dr. Smiles make a decision.

Conclusion

Although these products are not luxurious and bulky, they reflect the value of JHAL Trader Company: Trading on fun. As our products consist of a variety of options, are high quality, and have fulfilled the expectations of consumers, JHAL have been able to operate successfully for years, and consumers prefer JHAL's items.