

Business and Technical Writing



ASSIGNMENT # 05
SECTION #CS(5A)

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**FAST NATIONAL UNIVERSITY OF COMPUTER AND EMERGING
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Strengths and weaknesses of each sentence in the email draft:

1. "Our e-tailing site, www.BestBabyGear.com, specializes in only the very best products for parents of newborns, infants, and toddlers."

Strength: This sentence introduces the sender's website and its specialization.

Weakness: The sentence is a bit wordy and could be more concise. It could also mention the specific products or brands they currently offer to provide more context.

2. "We constantly scour the world looking for products that are good enough and well-built enough and classy enough—good enough to take their place alongside the hundreds of other carefully selected products that adorn the pages of our award-winning website, www.bestbabygear.com."

- **Strength:** This sentence emphasizes the dedication to quality and the website's reputation.

- **Weakness:** It is overly verbose and repetitive. The use of "good enough" three times could be streamlined for clarity.

3. "We aim for the fences every time we select a product to join this portfolio; we don't want to waste our time with onesey-twosey products that might sell a half dozen units per annum—no, we want every product to be a topdrawer success, selling at least one hundred units per specific model per year in order to justify our expense and hassle factor in adding it to the above-mentioned portfolio."

Strength: This sentence highlights the retailer's high standards for product selection and sales expectations.

Weakness: It is overly wordy and uses informal language ("onesey-twosey"). The message could be more professional and concise.

4. "After careful consideration, we thusly concluded that your Inglesina lines meet our needs and would therefore like to add it."

Strength: It conveys the intent to collaborate with the Inglesina brand.

Weakness: The sentence is somewhat abrupt and could benefit from a more detailed explanation of why the Inglesina products are a good fit for their portfolio.

Revised email following the guidelines:

Subject: **Proposal to Collaborate with Inglesina: BestBabyGear.com**

Dear Mrs laiba,

I hope this message finds you well. I am writing on behalf of BestBabyGear.com, an online retailer specializing in high-quality products catering to parents of newborns, infants, and toddlers. Our mission is to curate a selection of exceptional items, and we take pride in our reputation as a trusted source for premium baby-related products.

At BestBabyGear.com, we are committed to offering only the finest products, carefully chosen to provide exceptional value to our customers. Our rigorous selection process ensures that each product we offer meets our stringent quality and style standards. We do not engage in one-off product offerings but instead aim for each product to become a successful addition to our portfolio, with an annual target of at least one hundred units sold per specific model.

After thorough evaluation, we are excited to express our interest in partnering with Inglesina, a renowned manufacturer based in Italy, known for its stylish and top-quality strollers and high chairs. We believe that the Inglesina product lines align perfectly with our vision, and we see the potential for a mutually beneficial partnership.

We would welcome the opportunity to discuss the possibility of featuring Inglesina products on our award-winning website, BestBabyGear.com. Our dedicated team is eager to work closely with your company to ensure a successful collaboration that not only meets but exceeds our shared goals.

If you are open to exploring this opportunity further, we would be delighted to schedule a call or meeting at your earliest convenience to discuss the details and potential next steps.

Thank you for considering our proposal. We look forward to the possibility of a successful partnership with Inglesina.

Warm regards,

Mr Laiba
Marketing Manager
BestBabyGear.com
Laiba123@gmail.com