**Solution for part one: discuss any problems you can find in the letter.**

The first issue of this letter is about the formatting. From the content of this letter, we can find that it is a standard business letter, so it is important to write a business letter with a fairly formal document which should have specific rules around the layout. An acceptable business letter should be like as below:

Contact Information (the sender’s contact information, generally includes name, address, phone number and email address)

Date

Contact Information (the person or company you are writing to, generally includes name, title, company, address)

Greeting

Body of Letter

Closing

Signature

The second issue of this letter is about style/tone because one business letter should consider the tone/style of the message and using the appropriate style in business writing is an important aspect of communicating the desired message and of achieving the desired results. In this case, as a complaint letter, it is more important to adjust the tone according to the circumstances because the writer could like to solve the problems rather than just complaint someone.

For example, the first paragraph is not a formal writing style and whoever read this first a few lines will feel uncomfortable.

In the second paragraph, the writer could not remember the employee’s name, this point reflects the writer’s altitude because even the writer could not recall the name, the name can be found in contract, emails, business card and etc. so the problem is that this expression give the reader an impression that the writer does not care this matter at all or this matter is not very important for the writer.

In the third paragraph, the writer uses the informal expression to describe the background about this matter. The writer uses a word: ‘ugly’ to describe the current colour solution. This expression is not appropriate because generally there are a couple colour in one website, for example, the LOGO, the footer, the home page or other sub web pages. Maybe the writer does not like the LOGO’s colour but the writer did not provide the detailed information, as a result, the exact problem the writer faces become not very clear.

In the fourth paragraph, it reflects that the writer do not have a careful revising for this letter because generally, the employee being in other project is normal for a company. Hung up is not acceptable in a business conversation, as a result, the writer wrote this letter immoderately after phone call. So, there was not enough time for revising.

In the fifth paragraph, the demand will give an expression that the writer do not really want to resolve this matter because changing a colour is not a so big issue but a public apology is a serious matter.

Overall, the style and tone of this letter needs to be improved.

The third issue of this letter is about the structure. Like discussion in the class, this letter is a typical immediate writing rather than a climactic writing, so the start should be the critical information and the rest of document should support it. As a result, the structure of this letter should be: summary, background, details and outcome. Unfortunately, this letter begins do not follow this structure so makes this letter less professional.

The fourth issue of this letter is about content. On the one hand, changing a colour is not a very big job for website maintenance stage. On the other hand, asking the employer to fire one employee exceeds the scope of this matter. Finally, even the writer could not remember the employee’s name, it’s better to try to find in emails or contract, rather than express this point in one complaint letter.

Overall, this complaint letter is not a professional and efficient letter. Firstly, the wirter did not have a clear planning. Secondly, during the draft, . lastly, the revising.

Fly-by-Night Airlines

9889 Pleasant Street

Dartmouth, NS, B4L 2E1

October 11th 2017

Customer Service Manager

Websties-R-Us-4-U

8998 Robie Street

Halifax, NS, B0k 8D2

Dear Customer Service Manager,

I’m writing today to complaint of the poor service I received from you company on September 12, 2017. I made a request to your web designer Mike to change the colour for my web site, but he refused and hung up on me.

My company made a contract with your company in order to create our new web site for Fly-By-Night Airlines on 10th June, 2017. The web site was ready a month early and I received training in how to use it. But after a month of using it, our requirements about the home page’s colour changed, I could not find how to change the home page colour in the training documents.

At that time, I had another important things to do, so I tried to explain over the phone with Mike and asked him to change the configuration for me. But mike said he was working on another project so he could not perform this change. Even he explained over the phone how to set colors in Wordpress, I am most annoyed that I wasted a morning discussing with Mike about this matter. My impression of Websites-R-Us-4-U has been tarnished, and I am now concerned about how your customer service is being managed by your company.

I trust this is not the way Websties-R-Us-4-U wishes to conduct business with valued customers. To resolve the problem, I would appreciate your

I look forward to your reply and a resolution to my problem and will wait until 30th November, 2017 before seeking help from the Better Business Bureau, the Department of Consumer Affairs and the fraud unit of the local police. Please contact me at the above address or by email at [john.smith@flybynight.com](mailto:john.smith@flybynight.com).

Sincerely,

(Signature)

John Smith