

To: Mohammad Dostyar;
CC: Geoffrey Lotz, Lorena Sanchez;
BCC: Gina Johnson, Kaveri Patel;

Subject: Suggestion to scrap the faulty TB20s

Dear sir,

I appreciate your concern for my suggestion on the matter of our company's product - ThingamaBob v20 (TB20). Reports show that there are 25000 units of TB20 which are not compliant to any of the North American or European safety standards. The user of TB20 could face serious danger if system breakdown or failure occurs. As decided, there are only two options now which is either to scrap the units and to take the loss or to sell these units to countries where safety standards are not required.

Even though, you along with the majority of our team executives have decided to choose latter option, I will suggest that we should scrap these bad units. This option might result in short term loss, but it will prevent a long-term damage to the company's reputation in the marketplace. I believe that our sales and marketing team will do a great job in selling these units to the countries where safety standard are not required, but unfortunately if anything malfunction occurs in the TB20's system that could result in loss of property or lives, we will have lost the trust of our customers. We as a company have always valued our customer's satisfaction the most and strived to deliver the best products to our customers, so I suggest we take actions wisely.

As a responsible corporation, we are answerable to our stakeholders which include our employees, our investors, and our customers as well. Considering the situation which could affect our investors as well as employee morale, I would insist that we should scrap all the bad units and focus on our manufacturing process to improve quality standards.

Lastly, I want to propose an alternative that could minimize the loss occurred if we were the scarp these units. The parts of these faulty units can be reused to model a newer version of TB20, with improved functionalities and advanced features. We can conduct surveys to gain feedback from our customers regarding the current model of TB20 and ask them for suggestions on which feature they would like to add on the current model. Collecting all the feedbacks, we can model a enhanced version of TB20 using the parts from these faulty units and market the new model for a higher price.

Yours faithfully,
Puskar Dev
Puskar Dev
Senior Engineer