

Written business communication (#1a)

[Linguistics](#), [English](#)



IBM, FRANKLIN LAKES: NEW YORK MEMORANDUM All employees 12 February
J. Crozier Reminder of parking regulations at IBM Company, Franklin Lakes:
New York

As the Director of Human Resources Division in this company, I have realised that I should remind all the employees about the parking guidelines in order to ensure smooth movement of both traffic and pedestrians.

Parking schedules

Our parking schedules are as follows: Day-shift employees must park in Lots A and B in assigned spaces. If they have not registered their cars and received their white stickers, the cars will be ticketed. May I also remind you that day-shift employees are not allowed to park at the curb but swing-shift employees may park at the curb before 3: 30 p. m. Moreover, after 3: 30 p. m., swing-shift employees may park in any empty space except those marked Tandem, Handicapped, Van Pool, Car Pool, or Management. The day shift employees may loan their spaces to other employees upon making prior arrangements if they would not be using their parking spaces.

Problem areas to be addressed

One serious problem that has come to our attention is lack of registration (as evidenced by white stickers). Please be advised that any car that would be found with a sticker would be ticketed. The Employee Relations department has the prerogative to register the vehicles and the following dates have been set aside for this exercise in the cafeteria: October 1st and 2nd from 11: 30 a. m. to 1: 30 p. m. and from 3: 00-5: 00 p. m. we kindly ask you to treat this issue seriously in order to avoid any inconveniences.

Your cooperation to this matter is greatly appreciated

Yours Sincerely

J. Crozier (Director of the Human Resources)

The purpose of the memo is to inform or remind the employees about the parking guidelines in the company. This is specifically meant to ensure that there is smooth movement of traffic as well as people in the organization. This also helps to minimise any inconvenience that may be caused by disorderly parking in the company.

The reader positively responds if there is official communication such as written memos. I strongly believe that the readers abide by the company policies hence they are likely to follow the parking guidelines once they read the above email.

The reader is likely to be reluctant at first but they will positively respond after realising that this is official communication. All employees are bound by official documents hence they should abide by all the contents presented to them.

The strategy appropriate for this message/reader response should be group focused. The company should particularly address this message to the group rather than individuals. This will have a positive impact since there is likely to be collective action.