

# [Memo](https://assignbuster.com/memo-essay-samples-4/)

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Memo Audience profile The audience for the memo is Anne Brown, Division Manager. Ms. Brown is a manager at the company and, therefore, an internal audience. She has extensive understanding of the topical issue since she has been at the center of the implementation of the entire project. The company mandated Ann Brown with managing the detour. As such, she understands every aspect of the project.   
All she needs to know in this context is the effects the detour is likely to have on the local communities. She, therefore, demands an exhaustive analysis of the local Indonesian community concerning the inconveniences they may suffer during the detour. She needs exhaustive information that will enable her influence formulation of an appropriate public relations campaign.   
The audience requires utmost formality in this context. The memo is an official document that will influence successive undertakings at the company. She will file the memo for future references a feature that requires formality. The audience values exhaustive and objective communication. She requires an extensive analysis of the effects that the detour will have on the local Indonesian communities.   
Key among the benefits of the audience is the fact that she is a professional in the sector. This implies that she will readily understand the concepts I will address. Furthermore, she understands the project and will easily transform the ideas I will present into appropriate public relations campaigns.   
Internal memo   
To: Anne Brown, Division Manager   
From: Janeth Mingas, Research Team   
Date: March 23, 2015   
Subject: Indonesian Audience Analysis   
While the planned detour is inevitable, it will present a number of adverse ramifications on the rural Indonesian community. The planned diversion traverses large plantations of chili, coffee and team among other crops. The terrain is rugged but has a clean and quiet atmosphere. As such, the diversion that seeks to make large trucks move through the rural villages will cause immense disruptions on the community’s way of life. Key among the social and cultural features of the community are:   
I. The people are farmers who own and work on their vast plantations.   
II. A section of the community rear herds cattle and goats   
III. The people rely on rivers as their main sources of water   
IV. The people walk in most occasions as they run their errands. The community therefore has a number of footpaths.   
With such an overview and basic understanding of the community, the research team will investigate the effects that the diversion will have on each of the above features among many others thereby creating an appropriate campaign message. The team members will undertake their duties as follows:   
Name and position   
Assigned task   
Completion date   
Janeth Mingas (Team leader)   
Analysis of environmental pollution   
25/03/2015   
Ranisha Randle   
Analysis of the disruptions on the way of life   
25/03/2015   
Man Nguyen   
Analysis of cultural shocks   
25/03/2015   
  
The team will carry out an extensive analysis of the nature of the detour on its effects on the local community thereby developing an effective public relations campaign that will inform the locals thereby safeguarding the reputation of the company   
Thanks   
Janeth Mingas, Team leader