

Free report on letter to the investor

[Business](#), [Company](#)



Dear Investor,

- Invitation to Invest

We welcome you to invest in our company. Your investment will be significant in assisting the company to achieve its targets and goals in the next four years. In return, we assure you that the company will provide additional value to the investments through increasing the return on investment ratio that has so far been negative (Appendix 1). We believe that through your investment the company will be able to increase its market share especially taking into considerations that our projections indicate that the firm's market share will decline from 15.37% in 2014 to approximately 0.43% by 2019 (Appendix 1).

Based on the 5-year projections that we have conducted and analyzed, we assure you that the value of your investment will increase significantly. Our projections indicate that the organization is likely to increase the contribution margin from 17.1% to 38.1%, which is more than double within a span of five years. In addition, the firm has projected that the profits will increase from -\$5,424,503 to \$39,931,811, which is more than eight-fold within a span of five years. This is a clear indication that the value of your investments or shares will also grow substantially. Other financial data that proves that in the next four years the firm will be better off include the ROS, ROA, and the leverage. All these aspects of the firm are likely to increase as illustrated in Appendix 1, which is an indication that the shareholders' value will significantly increase within that projected period.

Therefore, we strongly believe that your investment into the company will not only assist the firm to reach the desired heights within the span of four years

but also provide value for you. In this regards, we strongly recommend that you invest in this company and you will never regret having trusted the firm with your investment. We will also be happy to obtain other non-financial assistances that include information and moral support.

- Failure to Invest in TQM

Indisputably, TQM is an important and influential component of every business performance. Investment in TQM assists organizations or corporations to reduce the material, labor, as well as administrative costs on one hand and reducing the length of time required for specific aspects of operation such as R&D on the other hand. In addition, investment in TQM also assists in increasing the demand for a product line since such investments improve the perception of the customers. Unfortunately, the firm has been unable to invest in TQM in 2014 and this is unlikely to happen in 2019 as portrayed by the projection (Appendix 2). Appendix 2 provides a comparison of the investments made on TQM in 2019 and the projected investments to be made in 2018.

Notably, for a firm or a corporation to invest in TQM there is need for adequate financing. Unfortunately, the firm does not have enough funds to invest in TQM. For instance, in 2014 the firm made a loss, thus; the firm was unable to invest in TQM. From the 5-year projection it is still clear that the funds may not be adequate to assist us in engaging in TQM activities. In this perspective, the firm still maintains that it has not been able to invest in TQM due to lack of adequate funds and is unlikely to invest in the TQM activities based on the same limitation. However, the firm hopes that if the funds increase beyond the projections then it will consider investing in TQM with a

view of minimizing costs as well as increasing the demand for the product line it is currently selling.

APPENDICES

APPENDIX 1: FINANCIAL SUMMARY

APPENDIX 2: TQM INVESTMENTS