

# Direct request

Business



Department of Microsoft Vendor Program Department of Microsoft Suppliers Management Dear colleagues! We represent your attention a new test-program, which was designed by Management Analytical Department. This program would increase preciseness of supplier evaluation and encourage their self-improvement. We want you to get a new level in understanding of problems and potential of suppliers you are working with. The guidelines of the program are those. You should write to your suppliers an official letter with questions concerning such issues as: 1. Company financial increase; 2. Problems with products delivery; 3. Products quality; 4. Customer satisfaction; 5. Supplier creativeness. Answers should be directed to your department and then to a manager of a corresponding project. Each quality should be rated on a scale of 1-10, and evaluation should be repeated every sixth month. We understand that this procedure means more work for departments' managers and forces suppliers for higher achievements in their work. On the other hand it will facilitate access to important information about suppliers' company and enable its financial success. Project manager is also benefiting from this program, because it will enlarge his/ hers personal experience and create new career opportunities. We will appreciate your support of the program and believe that it will make a significant difference in our work effectiveness.

Yours respectfully and sincerely

Head of the Microsoft Management Analytical Department

Audience Profile

Primary audience of the letter is managers of small and large business projects, with working experience from 2 to 10 years long.

Audience includes about 100 000 -200 000 people working in the USA

<https://assignbuster.com/direct-request/>

Mostly young women and men represent audience (from 23 to 40 years old), women constitute 30 % and men 70 %

Level of understanding is high (about 90 % in both groups), because the idea of project is simple and doesn't require extraordinary level of competence.

Problems with understanding could be related to little working experience or otherwise to a lack of basic knowledge (when promotion to the post of manager was based on personal relations instead of working achievements).

Audience expects payment increase and career promotion due to the new responsibilities, 10-30 % of the audience prefers to work as before and get the same payment, but the most part will agree for a larger amount of work in exchange for higher income.

At the beginning of the project audience would make some resistance towards innovations and produce opposition for its providing. Project may be called useless loss of time and intellectual recourses. Strain of new duties will increase number of conflicts inside organization, but then some helpful ideas about time saving procedures would be suggested and accepted. It's possible that 1-5 % of managers would decide to shift to another company. But after all suppliers evaluation will become a standard procedure.