

Business memo assignment



**ASSIGN
BUSTER**

Stores will now be closed on Sundays. Monday through Saturday, stores will be open an hour later and closed an hour earlier. Full-time employees, including managers, will have four 10-hour-day workweeks and part-time employees will consolidate their hours into 1-, 2-, or 3-day workweeks, depending on how many hours they work. No stores are closing, but no new stores will be opened at this time, either. While constructing your messages, determine what audience characteristics must be considered for each stakeholder.

Things to consider include: The appropriate communication types

Communication styles for each audience Complete the following three parts:

Part I: Business Writing Steps Before you begin writing the messages in Part II, outline the steps you will take in drafting these business communications.

This document can take the form of a list, flowchart, or web diagram. Part II:

Portfolio Pair each audience with one of the three communication formats.

Use one message format for each audience. Explain the changes in the retail store operations.

The three messages contain potentially negative information. Be sure to address the information presented in the scenario so your audience will perceive it in a positive way. Write a business letter Write a business memo Write an e-mail Store managers Store employees Retail customers and the public Part III: Reflection Write a 200- to 300-word reflection and compare and contrast the business writings in this assignment with academic papers you have completed. Submit the Business Writing Steps, Portfolio, and the Reflection.

Part I Identify the target audience: Store managers: Store employees: Retail customers and the public: Identify the communication types that will be used. Store managers: A business memo; Store employees: An e-mail. Retail customers and the public: A business letter; Identify the appropriate communication styles for each audience. Store managers: Formal style; Store employees: Persuasive style; Retail customers and the public: the spin; Part II Store Managers (a business memo) To: XXXXXXXXXXXX Managers. From: Joe Fire, Public Relationship Manager.

Date: May 19, 2009 Subject: Changes In operation timings: You will be aware that there is an increase in the gas prices causing higher costs to the company as well as inflating the gas bills of the managers and employees that travel to work. This has led to a severe increase in operating costs and calls for adjustment to our operations. To counter the severe increase in gas prices, the store will now remain closed on Sundays. The store will be open on Monday through Saturday from 9 am instead of 8 am and will close at 8 pm instead of 9 pm.

The managers will now be required to work four 10 hours-a-weeks into one, two or three workweeks. Currently, there will not be any store closures; however, no new stores will be opened. It is expected that the new time of store operations will reduce fuel cost for the managers. Also fewer full working days will mean you will have more time with your family and an opportunity to pursue your interests. Store Employees (e-mail) Send as: Joe Fire, Public Relationship Manager. To: XXXXX XXXXX Employees: Subject: Improvement in store operations timings. You have exciting news.

There are new employee friendly operational timings that will make you happy. The stores will not remain closed on Sundays so no employee will be required to work on Sundays. That apart full time employees will have their work consolidated into four 10 hour working days so that you have full three days holiday. You can enjoy time with your family or even go trekking with your children. That apart you and the store saves gasoline money. Those employees that are working part time will have their work-weeks condensed into 1, 2 or 3-day work-weeks depending on the number of hours you put in.

Maines, CHANGE IN STORE TIMINGS In response to the changes in the needs of our valued customers and to combat increasing gas prices, we announce new timings for our stores. As our valued customer prefer to stay away from the stores on Sundays and during extreme hours we will keep our stores closed on Sunday. In addition, the new timings of our stores from Mondays through Saturday will be 9 am to 8 pm. These are the timings when our customers prefer to shop. You will also be glad to know that our company will not be closing down any store in near future.

I hope that you will continue to extend your valued patronage to our stores. Our employees will strive to serve you better. Thank you for your time, Yours faithfully, Joe Fire, Public Relations Manager. Part III The business writing in this assignment is addressed to individual groups. In some cases it is necessary to project something negative as positive and helpful to the reader. In case of academic writing the objective is to state facts, take a position and give arguments to support your position. The important thing in academic writing is your position and evaluation of relevant literature . n case of studies, the information that is gathered is analyzed and academic

theories are applied to information collected. There is only one academic point of view that I have considered in the past. This is my first exposure to presenting the same facts in three different ways. The difficult part is that it makes me feel that it is unethical to slant the fact and present them differently to different groups of people. From the but writing the same facts giving them different colors makes me feel that I might be transgressing the line of ethics.

Still, in public relations, I should be truthful all the time. If the presentation of the facts does not amount to lies, I feel that I am on the right track.

References: www.wmwprcai.org [www.persmin.nic.in/otraining/undp_modules/](http://www.persmin.nic.in/otraining/undp_modules/Public%20RelationsNDLM.pdf)

www.entrepreneur.com/encyclopedia/term/82434.html [www.yourdictionary.com/public-](http://www.yourdictionary.com/public-relations)

[www.keralauniversity.edu/resources/](http://www.keralauniversity.edu/resources/tfs.doc) tfs. doc Read more: Writing

Questions – 3. Business Writing Portfolio Suppose you are part of the –

JustAnswer [http://www.justanswer.com/writing/27c65-3-business-writing-](http://www.justanswer.com/writing/27c65-3-business-writing-portfolio-suppose-part.html#ixzzl1080P8x6)

[portfolio-suppose-part.html#ixzzl1080P8x6](http://www.justanswer.com/writing/27c65-3-business-writing-portfolio-suppose-part.html#ixzzl1080P8x6)

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