

Business communication writing

Business



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April 13, Management Team (Jeff Philips-Head of Finance and Operations, John Murphy- Sales Chief, Sue Holden-Manager Relations, Martin Wolf-Staff Scientist, and Karen Fleming-VP of Marketing).

From: Jeffery Hollender, CEO and co-founder of Seventh Generation.

Regarding: Directives on baby wipes

As a follow-up of the management meeting that we had a week ago discussing the course of action to be taken on the baby wipes issue, I would like to air my decisions and directives. I listened attentively to all your arguments and I must say that I was pleased by your views since it shows that you all have the interests of the organization at heart. This is a sensitive matter that needs to be handled with care since we are talking about customer loyalty and trust. As a business entity, customer loyalty and trust is the backbone of our success from the inception of this organization.

Therefore, issues affecting customer loyalty must be handled with all the sobriety and attention that it deserves.

Having deliberated through all your views, I think that we should sell through the remaining conventional wipes and not order new ones. This is because clearing our shelves completely as we wait for the newly formulated baby wipes will not only cause of loss of revenue. Where will we take all the conventional baby wipes that we have? We cannot just remove them and stash them away somewhere. The damage is already done with our customers' loyalty, so the best thing is to make things right by not losing more customers as well as revenue. Secondly, clearing our shelf space all at once may make us lose our shelf space. Our competitors are looking for any slight opportunity to take advantage of any slip-up that might befall us.

Therefore, if they notice our shelves are clear, they may find a way of taking
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our shelf space and even some of our loyal customers.

The stock of conventional wipes that we have currently can last for a short period of time leading to sixty to ninety days loss of shelf space. In order to prevent this long period of shelf loss, we will pump more funds to into the research to ensure that the formula is arrived at within the shortest time possible. I have already talked with Martin Wolf and he reassured me that he will work extra hard with his team to ensure that we have the formula within fifty days. We will hire additional staff on contract basis to help him work day and night to ensure that the formula is a success. I am optimistic that by the time our customers will start experiencing the pinch of our dry shelves, we will have natural baby wipes back on our shelves.

The buck now lies with the marketing team since they have a hard task of reassuring our customers that we have not changed on the promise we made to them. The marketing team will roll out a campaign to market the new natural baby wipes immediately the formula is out to assure the customers that we have been doing something and that our efforts have borne fruit. The customers need to know that the new natural baby wipes would be released in the market soon. This is extremely important since it will prepare their minds psychologically for the new product. In addition, we may also win new customers who would want to try out our new product. I strongly believe all these decisions serve to ensure that our organization triumphs through this problem. All we need to do is to ensure that we work hand in hand to serve the interests of the organization's customers. This is because our success lies in our customer satisfaction.

Thank you.