

# Business Communication - Written

## Contents

Press release .....	2
Management summary (Electrovision's T & E budget) .....	3
Direct Mailing.....	4
Introducing my company .....	6
Email to key customer .....	7
Email asking for advice/information.....	8
Replying to an enquiry email .....	9
Replying to an enquiry email .....	10
Writing a complaint .....	11
Replying to a complaint .....	12
Describing graphs and trends .....	13
Recommendation report on starting your own business.....	15
Memo about absenteeism.....	16

## **HAN UNIVERSITY OF APPLIED SCIENCES TO BOOST ITS COOPERATION WITH BUSINESSES IN THE ARNHEM-NIJMEGEN REGION**

*Han University is organizing a pull-together event to attract more companies for cooperation with the aim of improving the studying process of Bachelor and Master students.*

**Arnhem, 20-04-22:** The Han University of Applied Sciences invites international-oriented medium-sized companies in the Arnhem-Nijmegen region on 03.03.2022 to discuss potential collaboration. It will take place in the University's auditorium. The goal of their cooperation is to help the university improve the education process while the companies can benefit from fresh ideas and diverse approaches to tackling their current business and communications-related problems.

Han University has prepared a few stages of the event. First, there will be a networking part, where different businesses can become familiar with each other. The catering company Roaming Chefs will take care of the food. Secondly, ideas about the most frequently occurred issues within all the companies invited will be brainstormed. At the end, The Han University will reveal possible ways of cooperation, which can help both parties to reach their objectives.

"It's all about networking. You can get if you give," said Arjan Keunen, the dean of the International School of Business. The event is expected to host 20 company representatives, among which are Randstad, Adecco, AlbertHeijn, Manpower and Kraft Heinz. Moreover, the productivity and performance coach Stoyan Yankov has been invited to give more insights on how to deal with issues within any business field. For instructions on how to reach the address, please visit: [Locaties van de HAN](#).

**About Han UAS:** The university is one of the largest universities for applied sciences in the Netherlands, with more than 35 000 students. Its mantra is 'Open new horizons' and it is visible in its practical, open-minded, and hand-on approach to education. It offers 64 Bachelor and 18 Master programs and has attracted international students from 120 countries.

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If you would like more information about this topic, please call Mrs. Michelle van Dieman at +316215636789, or email: [Michelle\\_HANcomm@gmail.com](mailto:Michelle_HANcomm@gmail.com).

## Management summary (Electrovision's T & E budget)

Electrovision has been trying to encourage its employees' business commute by providing them with Travel and entertainment (T & E) allowances. However, the money spent on them, namely 16<sup>th</sup> million dollars, appears to be so much money that the company will experience a decrease in its profits.

This report presents recommendations about taking better control over the T & E expenses. They are drawn up by analyzing the T & E budget and examining the newest changes in the airfares and hotel costs. The research was conducted by investigating the expense reports for the last 5 years, comparing them with the Travel Index of Dow Jones and utilizing diverse business journal articles.

First of all, the accounting apartment found out that every year for the past five years, the T & E budget has built up by 12%. To exemplify, With the Dow Jones Travel Index, it was found out that the average daily business travel costs of Electrovision was 120% higher than the USA average business traveler's expenses. Last year, 20 % of the staff took 80% of the trips. The latter include round-trips flight, meals, hotel accommodation for 2-3 days and a rental car. The budget was spent primarily on airfare and lodging.

When inspecting the T & E costs so far, we detected a couple of reasons for their increase. Firstly, the far distance between the headquarters and the customers required a big sum of money for cross-country flights. Secondly, corporate managers and the division personnel travel considerably much between the headquarters and the manufacturing operations. Thirdly, the company's philosophy and management style together with its badly managed system for keeping track of the T & E expenses have also triggered the boost in the costs. Moreover, airfares for business travelers and hotel rates are continually rising. This conduces to the overall costs increase, which is sharpened anyway. And last but not least, sales are predicted to drop by 15%.

There are 4 steps that could improve the financial situation connected with the travel expenses. To start with, there should be tighter spending controls put in place. For example, a director of travel and entertainment had better be appointed and he could also construct a T & E policy as well as financial statements of the expenditure. Moreover, the company can limit the unnecessary travel and entertainment. This involves sending fewer representatives to meetings, reducing the amount of travel, and using other than face-to-face communication instead. A third solution could be bargaining and negotiating with travel providers for the lowest rates of airfares, hotels, and rental cars. Finally, the company can curb travel by holding electronic meetings such as videoconferencing or real-time document sharing on PC screens.

If the aforementioned steps are undertaken, Electrovision can save about 6 million dollars a year by travel-related costs. To successfully establish the change, however, the management should communicate properly the need for and importance of the change process with all employees.

## Direct Mailing

Beethovenlaan 12  
6724 LR Arnhem

### Only a week left until launching our alumni Amigo Project!

Arnhem, 24<sup>th</sup> May 2022

Dear Helene,

Would you like to enlarge your network? What about.. inspiring another international student to find motivation, purpose and joy while living away from their families and friends? Then, we have got exactly what you need!

Our ISB faculty will launch its second **AMIGO** Project on 1<sup>st</sup> July! This means, you and other alumni would have the chance to meet our current international students, who are in their Main Study Phase, and help them answer some of the most frequent questions they ponder upon: *Where should I go to study abroad? What is the best company to do my internship at? What does life after graduation look like?* and many more...

How will that happen- in fun and unforgettable experiences! - *ADULT-LIFE* game nights, outings in the nature, Q&A sessions, workshops, and even road trips! What is in for you?

- Discounts up to 40% for 3 restaurants in the Netherlands
- Growing your network and making friends for life
- Contribution to a memorable one-of-a-kind *Study Abroad* life of our students.

You will not only help a student (*an Amigo*) with his/her hardships while living abroad. You will have a whale of a time by traveling, sightseeing, enjoying exquisite dishes in restaurants, discussions, crafting and sharing! Sharing is caring! That is what we believe in and what we do for both our current students and alumni!

Still have doubts about joining? This is what Samantha, one of our last-year participants shared on our website about the project: 'This is an experience no one should miss! It fosters life-time friendships, work networks, funny moments, and growth as an individual!'

But if you join the program in 3 days, you will also get **free tickets** for you and your Amigo to a concert **of your choice!** To join, open this link: [www.han.nl/insite/en/students/AmigoProject](http://www.han.nl/insite/en/students/AmigoProject) and fill in the registration form. After 15 minutes, you will receive a list with our planned activities and schedule in your email.

Life becomes celebration when friends keep in touch, so let's celebrate our life by keeping in touch with each other!

Best wishes,

Antonia Vasileva  
HR Assistant

*PS. Don't miss this chance to inspire, find lifelong friends, explore the world together and enjoy amazing discounts, available only for that project!*

## Introducing my company

From: karam@karam.in

To: australia.machinery@gmail.com

Date: Mon, Feb 08, 2021, at 14:00

Subject: Introduction of KARAM company and request for cooperation

Dear Sir or Madam,

We are writing to you to introduce you our company mission and our wish for future cooperation with you.

Our company is located in the city of Lucknow, South-East of New Delhi, India. We strive to satisfy our customers by providing them with superior quality and innovative solutions regarding personal protective equipment. Therefore, we specialize in manufacturing safety eyewear, helmets, and shoes as well as hearing and respiratory protective equipment.

We would like to combine our efforts by exchanging expertise and equipment you produce, namely Desma machines and automatic stitching machines. This would ensure that our customers can have the best experience with qualitative products.

Moreover, you would be able to reach broader market audience and conduce to the stability of your target market.

We would be delighted to further discuss this business relationship in a future meeting. You can contact us via: karam@karam.in or +91 120 47344400 from 08:00 – 18:00.

Hopefully, we can lay the foundation of a mutually beneficial and thriving business relationship which will positively meet our customers' expectations.

Yours sincerely,

Antonia Vasileva  
Public Relations Manager

## Email to key customer

From: vct@shellenergy.co.uk.  
To: lufthansa-group(at)dlh.de  
Date: Tues, Feb 23, 2021, at 8:00  
Subject: Information on changes in aviation fuel  
Attachment: SAFpolicy.pdf

Dear Mr. Bartels,

We are writing to inform you about our latest changes in the aviation fuels and invite you to collaborate.

Due to the growing climate concerns regarding global warming, we decided to take this major issue into consideration and act upon it. Therefore, we have embarked on a journey to provide new premium aviation fuels, which will lower the carbon emissions in aviation. For this reason, we have cooperated with World Energy towards the production of sustainable aviation fuel (SAF).

The SAF, which is manufactured by World Energy, is made from a feedstock of agricultural waste fats and oils. It is CARB-certified and RSB-certified and is aligned with stringent sustainability standards. As a result, carbon emissions from SAF are 80% lower than conventional jet fuel.

We believe that Lufthansa Group can benefit from this innovation in aviation fuel by better satisfying customers, increasing its sustainability and profits. If you decide to collaborate, we would like to further discuss the details during a meeting in March.

For more clarification, please see the attached document with the product description and supply methods. We would be glad to answer any questions that may arise.

Yours sincerely,

Antonia Vasileva

Public Relations Manager, Shell Global  
Arnhem,NL I T +359892254033

## Email asking for advice/information

From: antoniavasileva50@gmail.com  
To: vct@shellenergy.co.uk  
Date: We, March 02, 2021, at 8:00  
Subject: Questions regarding job relocation

Dear Mr. Bartels,

I found your contact details via the Shell website and I am writing this email to request further information about Shell housing.

I have been promoted from the Public Relations Department in the Netherlands and offered the position of Public Relations Manager in Shell-Germany. For this reason, I will move to Berlin with my family in six weeks.

I would like to know if Shell can arrange accommodation for me, whether a deposit is required beforehand, and whether the apartments are furnished. If they are not, could you inform me about the ways you can support our furniture transportation?

Since this is an unfamiliar country and society for me, could you please let me know about specific climate characteristics there might be and cultural pitfalls I could encounter. Last but not least, I wonder if you could elaborate on the corporate culture and women position in it.

I believe that by being updated on these matters, I could perform better at my job. I am looking forward to hearing back from you.

Yours sincerely,

Antonia Vasileva

Public Relations Junior, Shell Global  
Arnhem, NL | T +359892254033

## Replying to an enquiry email

From: vct@shellenergy.co.uk  
To: antoniavasileva50@gmail.com  
Date: Mon, March 08, 2021, at 9:00  
Subject: Answer to job relocation enquiry  
Attachments: Do's and don'ts in Germany.pdf, Women-corporate culture.pdf

Dear Mrs. Vasileva,

Thank you for your questions regarding your job relocation in Berlin. We appreciate your interest and find your questions quite relevant. Therefore, I am writing this email to give you pieces of advice.

At the moment, we can offer you an apartment in a compound house which is 15 minutes away from the Shell PR office. The apartment is fully furnished, and it is available from the 20<sup>th</sup> next month. A deposit of 500 euros is required.

The house consists of 3 floors, 2 of which are occupied by a Vietnamese couple and a Belgian family. Although furniture is provided, the staff can bring up to 2 m<sup>3</sup> personal belongings free of charge via DHL.

In terms of climate specifications, we have ensured AC both in our offices and our Shell houses. The temperatures are mostly average, featuring 18 Degrees Celsius in the office, 20- outside, and 25- in the houses. Still, I would recommend that you bring warm clothing for the winter season due to immense decrease in the temperatures.

Lastly, I would like to inform you that German corporate culture is slightly more different than the Dutch one. Both countries appreciate punctuality, directness, and honesty. However, In Germany hierarchy is bigger and clearly expressed by using titles. Also, according to the OECD Better Life Index, the work-life balance in Netherlands is better achieved.

On the subject of cultural pitfalls and women's position in the German corporate culture, please see the attachments enclosed.

I hope I have sufficiently informed you. In case you have any further questions, I would be glad to clarify them as well.

Kind regards,

Antonia Vasileva, HR of Shell Global  
England | H.Resources\_Shell@gmail.com | T: +4412248875

## Replying to an enquiry email

TO: Vitoneter Employees  
FROM: Antonia Vasileva, PR Manager  
DATE: March 16, 2021  
SUBJECT: Upcoming Dinner and Dance (D&D) party  
ATTACHMENT: D&D\_Event2021\_Details.pfd

In the light of the upcoming holidays, I would like to inform you, on behalf of Vitoneter CEO, about the company's annual Dinner and Dance (D&D) party at Orchard Parade Hotel Ballroom this year.

The party will begin at 19:00h and end at 23:00h on December 3<sup>rd</sup>. The activities include: International Winter Buffet Preps, Karaoke competition, Guess-To-Know session and DanceFollow. The party will be held to mark the beginning of the winter holidays.

However, it is also a celebration of our employees' efforts and their contribution to the incremental sales of our products. Thus, there will be a special award for one of you.

Please check the attachment to see details regarding the activities and how to get to the Orchard Parade Hotel Ballroom. With respect to a making a good organization, please confirm your attendance at the event on this link: [www.D&Devent-2021.com](http://www.D&Devent-2021.com). Should you have any further questions regarding the event, feel free to contact me.

## Writing a complaint

To: charlene.sales@speedo.co.uk  
From: AV\_Intersports@gmail.com  
Date: Fri, 16<sup>th</sup> April 2021  
Subject: Communication problems and products complaints

Dear Mrs. Robinson,

I am writing this email to let you know about current miscommunication and our customers' complaints regarding your products. So far, we have been collaborating with Speedo very effectively and with great pleasure.

However, we should let you know that in the past month we have received negative customer feedback. This, along with our own business miscommunication, has raised concerns among us. Therefore, we would like to remind you of our partnerships expectations and to prevent further disappointment.

Firstly, our male target group has been dissatisfied with the goggles. That is because they are advertised as anti-fog coated lenses, but instead they mist over, and this creates frustration in the swimming process.

Secondly, our female target group is not content with the swimwear type 'whale', since its colors fade in chlorine. Consequently, we wonder about the quality of the dye and we expect relevant answers on your part.

Last but not least, we could not contact the Dutch distributor. He does not answer our calls and does not reply to our e-mails.

We would like to return the remainder of the stock featured above and get refunded. Also, we wish to cancel the scheduled repeat order until you have undertaken appropriate actions and misunderstandings have been clarified.

We hope you will look into this matter, and we could further continue a seamless business cooperation with you.

Kind regards,

Antonia Vasileva  
Intersports PR Manager  
Tel: +359443325610 | E-mail: AV\_Intersports@gmail.com

## Replying to a complaint

From: info@casual4Me.nl

To: [fred.young@fashionworld.co.uk](mailto:fred.young@fashionworld.co.uk)

Re: wrong shipment order HY34/56

Date: 2<sup>nd</sup> October 2020 at 14.00

Dear Mr. Young,

I would like to express my sincere apologies to you for not answering your telephone calls and e-mails. I would also like to explain why we have not been able to meet your shipment expectations and assure you there will not be any frustrations further.

Firstly, the lack of response to your phone calls was due to switching our providers which took us more time than we had expected.

Secondly, at the moment of your purchase, we had the required type of sneakers in stock. However, it turned out our new intern has mixed up the codes. They were meant for another store with the same name, but in another county.

Since this is an intern's regular duty, it had not been checked by his supervisor and you received the wrong order.

Last but not least, I want to let you know I am currently at the warehouse and have already picked your order myself. The sneakers will be delivered to you before the end of this week.

We value immensely our loyal customers and will ensure that no mistakes will be made in the future. As a compensation, we want to offer you 20% discount on all types of shoes for your next 3 orders.

Please, let me know if you have any other concerns, we should take care of.

I hope I have satisfactorily informed you and we can continue smoothly our business relationship.

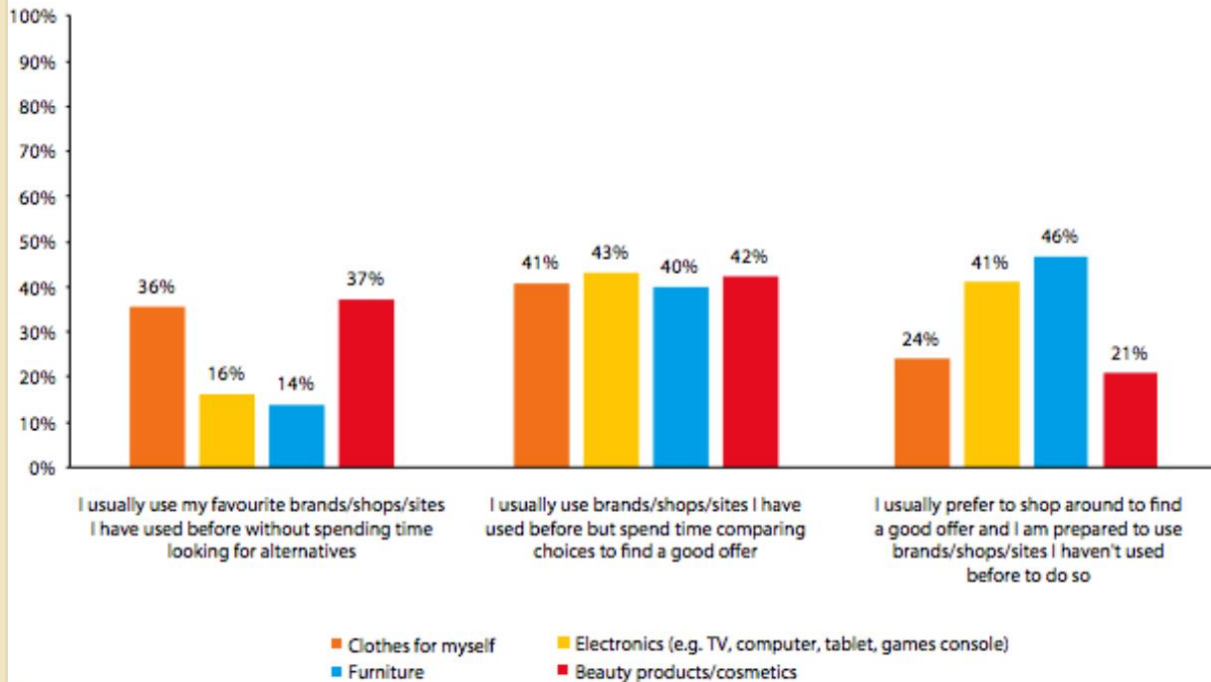
Best regards,

Antonia Vasileva, Stock Manager

Casual For Me | Northampton, England | +44 57 893092

## Describing graphs and trends

Chart 1 | Thinking about when you buy the following items/products, which of the following best describes how you choose the brands/shops/sites you use?



The following graph outlines the way consumers choose the brands and shops they use for various products, namely: clothes, furniture, electronics and cosmetics.

When buying clothes for themselves:

- Most of the people (41%) use the same brands/shops/sites as before but spend time comparing choices to find a good offer
- Fewer of them (36%) don't spend time looking for alternatives
- Fewest (24%) are prepared to find new brands or shops.

Consequently, the brand awareness and consideration phase should be thoroughly taken care of.

In terms of furniture:

- Little (14%) do they purchase it from known brands and sites without second consideration.
- More (40%) consumers use already familiar shops, but still compare other choices to find a suitable offer
- Almost the same percentage (46%) are prepared to try out new sites and shops.

Therefore, a lot of consideration takes place when purchasing furniture.

On the subject of electronics such as TV, computer, tablet or games consoles the trend is similar to buying furniture. However, the people who prefer familiar shops/brands surpass a little bit the ones who opt for a completely new shop/brand.

In contrast to purchasing furniture and electronics, less people (21%) choose to discover new brands and shop options. The majority of them make use of familiar brands and either look for new alternatives (42%) or straight away select the known ones (37%).

In conclusion, while furniture and electronics buyers tend to search for new alternatives of brands and shops, clothes and cosmetics customers would rather buy from already familiar brands and sites.

This implies that the participants in the survey attach more importance to the process of purchasing furniture and electronics. Hence, the brand awareness phase of the customer journey for these two types of goods should be carefully taken care of.

## Recommendation report on starting your own business

from: antoniavasileva53@gmail.com  
to: Samantha\_Peterson@gmail.com  
date: Wed, May 09, 2021 at 16:00 PM  
subject: Advice on your business enterprise

Dear Samantha,

Thank you for reaching out to me regarding the launch of your own business. Hereby, I would like to suggest to you a couple ideas that you can implement in the starting phase.

First and foremost, you had better define your market. This means that you should know why you would like to create value for these specific customers that you have chosen and why would they be interested in buying your product. If I were you, I would carry out surveys and a market research on your target demographics.

Secondly, you should learn how a business is run. In other words, you should clarify specifications such as your legal business structure, purchasing an insurance policy, building your team, and choosing vendor and last but not least- assessment of your finances and your funding options.

The third step would be undertaking crucial steps before the trading starts. For instance, it's necessary to register your business with the government as well as to brand yourself and advertise your product. As a result, you will already have an audience willing to buy your product once it is on the marketplace.

The last step you ought to accomplish is your business plan. An example of a good one will consist of your business purpose, your core customers, your budget and undoubtedly your end goals.

I hope I have informed you satisfactorily on the subject. If you have any additional questions, don't hesitate to contact me via this e-mail or my telephone number: +316 213 955 43.

All the best,  
Antonia Vasileva

## Memo about absenteeism

To: [Samantha.V@shell\\_gmail.com](mailto:Samantha.V@shell_gmail.com) , [Johnathan.W@shell\\_gmail.com](mailto:Johnathan.W@shell_gmail.com)

From: Shell\_HR\_gmail.com

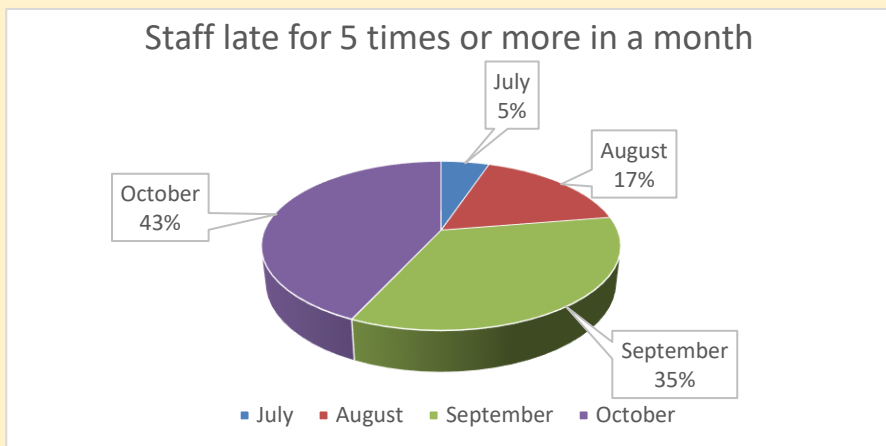
Date: Thur, 20<sup>th</sup> May, 2021

Subject: Employee absenteeism

This memo aims at informing you of the adverse trend of employee absenteeism recently and urge you to take proper measures against it. This would help you feel more productive, organized and fulfilled, as well as building better relationships within the company and boosting its performance.

We have noticed declining punctuality at work. The following reasons were given by our employees:

- ✓ Could not get a taxi.
- ✓ Train broke down.
- ✓ Overslept.
- ✓ Got caught in the traffic jam.
- ✓ Heavy rain.



Here is a brief report on the last months' situation.

This tendency interrupts your daily self-organization and negatively influences the others' employees and management's performance. We strongly advise you to keep up with our schedule: working from 9am to 6pm. As a result, you will enhanced communication with colleagues, an ease in completing all your agenda priorities and feel operate at work at your best.

If you are regularly, please take a look and do your best to change your attitude by implementing these key points:

- ✓ Make being prompt a priority.
- ✓ Track how long your preparation takes.
- ✓ Use a timer.
- ✓ Be ruthless with your to-do list.
- ✓ Clearly outline the consequences.
- ✓ Come up with an action plan.

We thank you for your cooperation to moving towards better future of ourselves and our company. Should you have any other concerns or question, don't hasitate to contact us via email or call: + 316 214 935 40.