

Memo

To: English 420 Business Writing Students
From: Name of Students
CC: Instructor
Date: 10/31/ 2007
Re: Client-Based Service Learning Project- Formal Proposal

Company Name: Lafayette Brewing Co.
Contact Info:
Lafayette Brewing Co.
Address, phone, e-mail

Goals/Mission Statement of the Company:
Greater Lafayette's First and Only True Brew Club.

This is pretty much our company's mission statement. The goals of the Lafayette Brewing Co. are to establish a high class, fun brew house. The Lafayette Brewing Company is very proud of producing fresh beer. They use absolutely no preservatives whatsoever. To make their company have that high class feel, they have established good speakers for sound, great lights, and ample room for dancing. All of these factors are what separates the Lafayette Brewing Co. from other local restaurants.

Intended Audience

The intended audience for this project is the type of customers that the Lafayette Brewing Company would like to attract. Because of LBC's determination to be a higher-class restaurant in the Lafayette community, our intended audience would be students looking for a nice night out, or beer connoisseurs looking to try a local brew. Furthermore, if we limit our advertising campaign to Purdue campus, many faculty and staff would be targeted as well. If we were to expand our advertising outside of Purdue, we would push LBC to local professionals looking for a lunch place, and a local restaurant to take visiting clients and other business trips.

Resources Needed

The resources needed to complete this project will be mostly collaboration with the company to zero in on their intended goal and need. Also important will be the research required to ascertain the cost vs. benefit, and potentially the highest yield demographic, and the best way to advertise to them. Finally, to actually implement our advertising scheme we would need the financial resources to purchase the materials.

Research

Memo Format Paper

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Service**

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The New American Handbook of Letter Writing Mary A. De Vries, 2000-01-01 In today's fast paced computer based world it's more important than ever to communicate efficiently and effectively This comprehensive guide addresses common correspondence dilemmas and includes over 260 model messages to help you master all forms of written communication personal or business modern or traditional Perfect for home or office use this extensively indexed handbook is an invaluable resource for anyone who wants to compose concise successful messages

Strategic Writing Charles Marsh, David W. Guth, Bonnie Poovey Short, 2017-11-28 In its fourth edition Strategic Writing emphasizes the goal oriented mission of high quality public relations and media writing with clear concise instructions for more than 40 types of documents This multidisciplinary text covers writing for public relations advertising sales and marketing and business communication In addition it includes concise chapters on topics such as diversity ethics and the legal aspects of strategic writing Featuring a spiral binding examples for each document and a user friendly recipe approach Strategic Writing is ideal for undergraduate PR or advertising writing classes that take an interdisciplinary approach This new edition devotes new attention throughout to social media and writing in the digital realm and features new and updated online resources for students and instructors

Writing to Go Rob Colter, 2009-09-01 In today's fast paced world of e mail and instant messaging clear writing is more important than ever In Writing to Go bestselling author Rob Colter takes us through the writing process in ten easy steps This book is packed with precise and practical information delivered in a down to earth tone with often humorous examples Everywhere from the classroom to the office Colter's Top Ten Writing Tips will give you the confidence to write with greater speed and impact covering everything from knowing your purpose and audience to selecting your format organizing your points and writing clearly and effectively

Synthesis Margaret Elizabeth McCallum, Christina L. Kunz, Deborah A. Schmedemann, 2003

How to Write Anything: A Complete Guide Laura Brown, 2014-04-14 There has never been a guide as comprehensive as this to writing in all its forms Useful clear and encyclopedic this book is an essential guide for every household Examiner Need to know how to format your resume for that job application How do you write a cover letter that will stand out Wondering how to request a letter of recommendation for graduate school Trying to craft a get well note that will really help How informal is too informal when instant messaging in the office What do you write on the website for your small business What should you say in a wedding invitation Or a divorce announcement With over 200 how to entries and easy to use models organized into three comprehensive sections on work school and personal life How to Write Anything covers a wide range of topics that make it an essential guide for the whole family

The Naval Institute Guide to Naval Writing, 4th Edition Christopher E Crane, Estate of Robert E Shenk, 2024-06-01 With updates to every chapter this new fourth edition serves as the premier guide to professional writing for the naval services Authored by a naval officer who taught English at two service academies the book is widely used by officers enlisted men and women and civilians in both the

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Handbook of Technical Writing, Ninth Edition Gerald J. Alred,Charles T. Brusaw,Walter E. Oliu,2009 This comprehensive resource organized alphabetically by topic provides guidance on the business and technical writing process real world examples in depth treatment of grammar and usage and up to date coverage of the latest office technology **Outlook 2007 All-in-One Desk Reference For Dummies** Jennifer Fulton,Karen S. Fredricks,2011-02-23 Nine minibooks spanning more than 800 pages make this an indispensable guide for Outlook power users Covers the new Outlook interface and features and offers detailed coverage of Outlook tools techniques and tricks Minibooks include Outlook basics e mail RSS and news personal information management managing and controlling information collaboration functional forms VBA programming managing business information and maintenance management and troubleshooting Office has more than 120 million users worldwide 90 percent of the business productivity software market and most of these users look to Outlook for e mail calendaring and personal information management **Outlook 2007: Part I , All about New CLAiT Using Microsoft Outlook 2003** Andrea Jones,2005 **All about New CLAiT Using Microsoft Office 2003** Andrea Jones,2005 **All about New CLAiT Using Microsoft Office XP** Andrea Jones,2005 **Outlook 2013 Absolute Beginner's Guide** Diane Poremsky,2013-03-18 Make the most of Outlook2013 without becoming a technical expert Outlook 2013 Absolute

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