

# 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

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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 For English Paper

**Lingjun Ying**

**Memo For English Paper:**

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