

## **DECLARATION**

**NAME:** [REDACTED]

**STUDENT NUMBER:** [REDACTED]

**ASSIGNMENT TOPIC:** ENN1504

**UNIQUE ASSIGNMENT NUMBER:** 893831

I declare that this assignment is my own original work. Where secondary material has been used (either from a printed source or from the Internet), this has been carefully acknowledged and referenced in accordance with departmental requirements. I understand what plagiarism is and I am aware of the department's policy in this regard. I have not allowed anyone else to borrow or copy my work.

Signature: [REDACTED]

Date: 5<sup>th</sup> March 2018

## Assignment 1

Unique No : 893831

### Question 1

To: [mashaba\\_a@gmail.com](mailto:mashaba_a@gmail.com)

Subject: Prodigious business opportunity for Ms Khumalo

Dear Mr Amos Mashaba

I am Aisha Shaqeeb, the Sales Manager for Tropos Fashions. I would like to congratulate Ms Bongiwe Khumalo on her new endeavour, as her brand has been procuring a prominent identity in the fashion industry. We would like to enquire whether Ms Khumalo, would consider us to be the solo stockist of her new fashion line.

Our boutique, namely Tropos Fashions, sells exquisite designer clothing as well as accessories. We are situated at the V & A Waterfront in Cape Town. Our customer chain is comprised of celebrities and various artists, including wealthy elite who are interested in purchasing exclusive designer wear. Our products have always been best sellers and your designs, will definitely make a great impression on our customers.

We would like to congratulate Ms Khumalo on her imminent venture, to showcase her latest collection at the London Fashion Week. Furthermore, we would be obliged to celebrate her achievements, by hosting an event to promote her line locally. The event will most likely take place at The Corona Sunset Deck, at Strolla Restaurant, since the ambience is perfect with a great setting and incredible ocean views. All arrangements pertaining to the event will be organized by us, including invites, media, celebrities and any individual or designer Ms Khumalo would like to share her success with, at the event. It will be an exceptional function with an exclusive gourmet experience, for all those who attend. We hope to conduct a fashion show on the beach, with models walking the runway with Ms Khumalo's designs, and it will most certainly be the highlight of the event.

I request you to exchange views with Ms Khumalo and inform us, if she is intrigued by this business opportunity. I look forward to discussing this business deal with her, in detail. Please contact me if she has any queries regarding the proposal made, I would be delighted to elaborate.

Kind regards,

Aisha Shaqeeb

Sales Manager

Tropos Fashions Boutique

A very good attempt at presenting your work accurately and in a logical sequence.

## Question 2

### 2.1 Sales improvement in rural market areas

2.1.1 The chairperson tabled the issue of sales improvement in rural market areas to be reported by Jack Peterson. Jack Peterson suggested a discussion among the members. The following crucial points were considered.

- Ms Alice Linnes proposed that rural customers required exceptional help to feel more valued. tense
- She stated that the sales teams required more precise information on customers. Ms Jennifer Miles accorded with these suggestions.

2.1.2 Mr Jack Peterson reported that:

- Data on spending habits in the rural areas would be collected by completion of a survey.
- The outcome of that survey would be dispensed to their sales team.

2.1.3 Mr Jack Peterson proposed that the chairperson Abby Wilson should visit the teams once a month to superintend the work progress. Ms Alice Linnes seconded this, with the condition that Mr Jack Peterson assisted and accompanied Ms Abby Wilson.

2.1.4 Jack Peterson was held responsible to remind the chairperson to send e-mails to the team leaders in the areas, apprising them of their planned visits.

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Well done your work is good

## BIBLIOGRAPHY

ENN1504 Workbook

ENN1504 Study guide

