

Report layout:

September 20, 2016

The sales Director

Xyz company

Assam

Subject: Report on decline of business.

Dear sir,

In accordance with your instruction vide your letter no.933 of September 13, 2016 I visited your Guwahati office where I met the manager, the salesman and all other concerned including many shopkeepers who stock and sell our products and also some members of the public. The results of my finding is given below:

The sales of our soap has been quite satisfactory in the month of June till another soap company based in Guwahati appeared in the market. Since these soap are new and attractively packed, and since the new company wants to obtain a footing in the market, their prices is relatively very low. The result is that this new soap brands have caught the public eyes and are now being sold like hot cakes.

Another reason why the new soaps have begun replacing our brands is the intense publicity campaign started by the new company, our publicity on the contrary, is ineffective and is lagging far behind our standards. Moreover our

soaps are still packed in the same old design that begun seven years ago.

In view of these finding, I recomened that:

1. The quality of our soaps be improved, new brand of fragment quality must be developed. This soon be done as soon as possible. When these newly improved brands are sent to the market they should be priced at a relatively low competitive level.
2. Immediate steps should be taken to organize a strong publicity and advertising campaign, the sooner it is done the better, otherwise the new company might easily capture the local market completely, our company would do well to acquire the services of a competent commercial artist to help us publish our product effectively.

In closing, I am pleased to report that all our employees at our Guwahati office are performing their duties most satisfactory. If any further clarification of some point Ifrequired, I may please be called at any time convient to you.

Yours truly
Mr. Jack