
Bad News Letter Assignment

Worth: 10%

Due: Sunday, June 14, 2020 at midnight in the dropbox

LEARNING OUTCOMES ASSESSED:

1. Plan various writing assignments related to business and office functions
2. Compose workplace documents including emails, memos, letters and reports using appropriate format, organization and tone
3. Write using correct grammar, punctuation, and spelling

This assignment requires you to compose a message based on the indirect pattern of buffer, reasons, bad news, and close.

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SCENARIO:

You are the owner of Miss Twinkle's Treats, a small bakery in London, Ontario. The delicious squares, cakes, cookies and breads that Miss Twinkle's is known for are made from scratch daily at your location on the outskirts of the city. Although you operate a small storefront, most of your business comes from supplying local restaurants and coffee shops with your tantalizing treats. You own a small truck that is used to deliver orders to your customers throughout the London area.

Although Miss Twinkle's is financially successful, rising costs have severely undercut your profits over the past few months. You know that you are not the only business owner dealing with rising prices—many of your suppliers have raised their prices over the last year. Specifically, the higher price of wheat and sugar has resulted in a drastic increase in your production costs. Previously, you did not charge for deliveries made to your wholesale clients. However, you now feel that you have no choice but to add a delivery charge to each order to cover your increased costs and the rising price of gas.

TASK:

Write a letter to one of Miss Twinkle's business customers informing them of the new charge of \$20 per delivery. See if you can come up with an offer or special to placate your customers. Be sure to use the indirect pattern.

NOTES:

Use the details provided in the scenario and make up any other details you may need (letterhead, addresses, names). Use ideas for buffer, reasons, bad news, and closing posted on FOL to help you compose the message.

Be careful with tone. Don't get "good guy syndrome," but at the same time try to show professional empathy for the person/business getting the bad news on the other end of the letter.

Mark is based on the following 4-level rubric:

Evaluation	Level 4: Models exemplary LOs (learning outcomes)	Level 3: Meets LOs (learning outcomes) / Competent	Level 2: Approaching LOs (learning outcomes)	Level 1: Misses LOs (learning outcomes)
Letter format: (block letter; flush left; addresses/letterhead, salutation...)				
Business writing and tone: (clear message; professional tone; follows rules of business writing)				
Content (enough content to help with message; adequate reasons)				
Organization: (indirect pattern used; paragraphs)				
Grammar, spelling, and mechanics (<u>counts double</u>)				
TOTAL /24				