

MEMORANDUM

To: All Marketing Assistants, Cincinnati Office Web Marketing Group
From: Marilyn Zito, Purchasing <m.zito@adco.com>*MZ*
Date: October 25, 20XX
Subject: *Your choices for new high-capacity copier*

As you requested at our October 12 meeting, I have gathered all the manufacturer information needed to order a new high-capacity photocopier to replace the inefficient one in your area. As you know, since the MAs typically make the most use of the copy machines, I would appreciate your input as to which copiers from the attached options seem most suitable for your purposes.

Please note that I was required to select from options under \$8,500 in order to stay within your department's 20XX purchasing budget, a substantial portion of which was used to purchase your new high-speed fax machine in March. However, I think you will find that the copiers selected are state-of-the art and should more than meet your needs in terms of capacity, speed, quality, precision, and durability—all of which you indicated were important attributes.

Please take a careful look at the models attached, consider your impressions of each model, pick your top three preferences, and email me your lists individually by November 5. I will tabulate your votes, contact you with the results, and order accordingly.

Thank you very much for taking the time to help me make an informed decision that meets your genuine needs.

cc: J. Herrera, Director of Marketing
M. Ziolkowski, Vice President, Purchasing

“Memo” or “Memorandum” is centered at the top of the page

Heading guide includes “To” “From” “Date” and “Subject” lines

Opening paragraph gets right to the point

Provides necessary background details

Outlines specific course of action in the conclusion

Copy notation appears at the bottom

FIGURE 10.1 A properly formatted memo