

Sample Instructional Memo

Golden Bread Company

MEMO

TO: Bill Erp, Sales Manager

FROM: Russ Hamilton

DATE: September 29, 2003

SUBJECT: Bidding Plan for Better Widget Makers Bakery Contract

Better Widget Makers has asked us to submit an annual cost estimate for supplying bakery products to their new cafeteria. Their purchasing officer needs our information by the 10th of October in order to present it to her finance committee by the 20th. She has requested the following information:

- Wholesale price sheets
- Quantity cost break downs
- Annual contract discounts
- Delivery and other service charges.

Specifically, they are interested in regular deliveries of fresh pastries, pies, dinner rolls, and sandwich breads. They have 1,500 employees working 24/7, so in our proposal we need to make some practical suggestions that will help them decide how many items they will need to order, and how often.

Bill, I need your help putting together a comprehensive information packet describing the individual items in our product line. Please meet with Rachel in the *Pastry Dept.* and John in the *Bread Dept.* for their input. They both have experience preparing large bids and will know just what products and quantities to suggest.

You and I can then get together with Annie in *Accounting* to run the numbers. I'll schedule some time with her on Monday, October 6 and let you know when that meeting will occur.

Thanks Bill. I know this is short notice, but it's a great opportunity to take on a major new customer. With all of us pulling together, I am confident we can land this account.

Copies: Rachel Cohen, Supervisor - Pastry Department
Johnny Silvers, Supervisor - Bread Department