From,

Mr Smith,

Junior sales manager,

The Mall,

Riyadh

To,

Ms Isabella,

Junior marketing manager,

The Mall,

Riyadh

Dear Ms Isabella,

This letter has come into effect for some serious concerns. The sales of the electronics products which The Mall offers have sunk by quarter levels in the last month. The quality of the electronics products has been reassessed, and everything else has been checked. The investigations among the consumers have resulted in the cropping up of the fact that these products are not marketed well and people are immune to the knowledge about these products.

This has lead to discovery of the fact that the marketing concentration for electronic products has dipped by nearly 20% and hence the drop in the sales of the products. I am hopeful that you will be looking into this matter for the uplifting of the sales of electronic products at The Mall. Proper and organised marketing is now required for getting things back on track. I hope that promotions for other products do not get hampered.

Yours honestly,

Mr Smith