|  |  |
| --- | --- |
|  | Street Address, City, ST ZIP Code  Telephone  Email |

Date

Dear Recipient,

This is with reference to your proposal about upgrading our product line for the upcoming fall collection. The company has authorized a survey to be conducted under your supervision. This survey will focus on how our clients will respond to the introduction of a new line of party wear collection for women. A report needs to be prepared at the end of the survey highlighting the results and concluding the future prospects of the new collection.

The company has made you in charge of this task since you coined the idea and can, therefore, handle the task better than anyone else. You are accordingly assigned the job of supervising your team for conducting this survey. Weakly reports are to be emailed to the Senior Manager. At the end of the survey, prepare one comprehensive report to discuss the conclusion. This report will be reviewed by the entire board. You will also be required to prepare a presentation to discuss your findings.

The survey must be conducted through different channels in order to reach the maximum number of people. Include our existing customers as well as potential clients. Use different social media platforms, email our existing clients and ask walk-in customers to fill out survey forms. The company has allocated a period of one month for this survey. The board expects the final report to be submitted by the mid of July. In this way, there will be sufficient time for us to get the new line ready before the fall season. Therefore, you must begin your survey within this week.

Kindly prepare the survey questions and submit them to the Senior Manager for approval. You may contact me in case of any queries. I wish you good luck with the task.

Warm regards,

Your Name

Title

Email