

Michael Robinson
Family Computer Retail, Inc.
1460 Broadway, New York
NY 10036-73006

October 4, 2019

Microprocessor Industries
1231 Market St, San Francisco,
CA 94103-1400

Attention: Head of Marketing Operations

Subject: Proposal – new model of microchip

Dear Mr. Smith,

With reference to your advertisement in the latest issue of the Electronic Review, I would like to offer a proposal about the new model of microchip that you plan to release next summer (the ISSS-01 if I am not mistaken).

I own a computer store in New York City and my team and I would be delighted to market your new product locally. We see great potential and already have an established base of loyal, qualified customers. It would be an ideal way to introduce your brand new microchip to consumers of the East Coast.

Please let me know if you would be interested in a win-win partnership.

Enclosed you will find more information about our company.

I look forward to hearing from you.

Yours faithfully,

Michael Robinson, Chief Executive Officer



Mark Smith
Microprocessor Industries
1231 Market St, San Francisco,
CA 94103-1400

October 11, 2019

Family Computer Retail, Inc.
1460 Broadway, New York
NY 10036-73006

Attention: Chief Executive Officer

Subject: Your proposal – new model of microchip

Dear Mr. Robinson,

Thank you very much for your letter. My marketing team has reviewed carefully the details about your company and I am pleased to inform you that we would be thrilled to make a partnership with Family Computer Retail, Inc.

We are still somewhat unknown in the State of New York and always on the look for serious retailers with an already established customer base.

Please find enclosed all the details you may need about our new ISSS-01 microchip.

Would you be available for a phone call in the next few days? Here is my office phone number: 202-555-0865.

I am anxious to hear from you.

Yours sincerely,

Mark Smith, Head of Marketing Operations

