

Assignment 5 (P2): Request for Proposal (RFP) & Letter of Interest (LOI)

This assignment requires your group to produce **TWO** documents:

- 1) Using the Request for Proposal Letter (RFP) included as a sample in this P2 Assn. 5 (i.e., the request from Some Kinda Company reproduced below), write the letter that your company *would have received from the organization you have chosen* for your client. For example, Group 1 will be hoping to get an RFP from Zumiez, one of their potential clients; Group 3 may be hoping to be tapped by InfinitiUSA, and Group 5 will be biting its fingernails waiting to hear from Netflix. See sample RFP below from *Some Kinda Company* as a representative example of an RFP
- 2) After analyzing the sample Letter of Interest (LOI) written to Campus Renaissance Inc. (included with this assignment) for genre requirements, respond to the RFP you have written with a situationally appropriate LOI, making sure you have included all the details and persuasive elements appropriate to those genres.

Remember

Genre requirements are not a straightjacket. Every genre has room for flexibility, as we saw when we analyzed the 3 different complaint letters all belonging to the same genre. NEITHER make your docs cookie-cutter versions of the samples nor stray too far from the genre. Make sure tone, diction, and style are appropriate.

To: Website Usability Agencies
From: Some Kinda Company
Date: [insert date of assignment]
Subject: Request for Proposals

Dear Colleagues:

Some Kinda Corporation is soliciting the contract hiring of a Usability Testing firm to assist our Web department in updating and improving our existing customer-oriented website. Our website is designed to:

- assist customers in making easy and safe on-line purchases
- facilitate “browsing” merchandise available in our stores
- locating stores and contact information;
- provide immediate customer feedback to our stores and/or corporate offices
- promote Some Kinda Corporation through commercial advertisements
- highlight Some Kinda Corporation’s commitment to community service and good will

Our goal for this request for proposals is to locate and hire the firm that best suits our needs as we assess our current web layout and content, exploring revisions and improvements. We seek a Usability Testing firm who conducts research with web users from a broad spectrum of backgrounds and at all levels of cyber-sophistication. We hope to determine what specific aspects of our website are in most need of immediate revision/change.

We request the following action from any Usability Testing firm interested in commissioning this project:

Please submit a formal letter of interest. We will contact you if we are interested in your initial ideas and personnel and will ask that you submit a detailed project proposal in conjunction with a presentation.

Please send your letter of inquiry/interest to: Media Relations
Some Kinda Corporation

123 Corporate Plaza
St. Paul, MN 55412

We look forward to hearing from you.

Sincerely,
Some Kinda Company.

November 18, 2004

Mr. Raymond Fielding
President
Campus Renaissance Inc.
1850 High Ridge Road
Columbus, Ohio 43201

Dear Mr. Fielding:

Mitchell-Maxwell and Timberline Properties are pleased to submit herewith our letter of interest to participate in your campus neighborhood redevelopment project.

Since being invited to address this exciting opportunity, our team members have collaborated to produce a preliminary plan that we believe will energize the neighborhood, strengthen the University community, and produce long-term benefits for the entire City of Columbus.

As you know, we are a team of professionals with a proven track record in this region that has the ability to successfully transform our plan into reality. Our team is comprised of members who have worked together on numerous successful projects. They have been assembled for this project because of the enormous trust and confidence they have in one another. You can be assured that the lead partners in our group will manage the project closely and carefully, and accountability for results will never be delegated.

In the weeks ahead, we look forward to receiving comments from Campus Renaissance and the community at large about our preliminary proposal during the public consultation process. We understand that right now the plan is clearly a 'work in progress' which can only be improved by input from the various stakeholders who care the most about the area in question. We therefore look forward to using their input to develop a comprehensive integrated final development plan.

Thank you for giving us the opportunity to participate..

Mary Louise Lasser
Timberline Properties

Roy Gooding
Mitchell-Maxwell

Formal Usability Study Proposal RFP & LOI - Assignment 5						
Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Group 7
Ashley	Cindy	Jamal	Dmytro	Esau	Abel	Donna
Kyle	Elvia	Jesse	Kennedy	Kristen	Karina	Arya
Marina	Jessica	Monica	Lindsay	Nam M.	Nam T.	Vanessa
Markisha	Kevin	Yutti	Zulyna	Nery		